

# PRINTERS INK.

*A JOURNAL FOR ADVERTISERS.*

GEO. P. ROWELL & Co., Publishers, 10 SPRUCE ST., NEW YORK.

VOL. X.

NEW YORK, JANUARY 17, 1894.

No. 3.

## THE AIM, OBJECT, DESIGN, PURPOSE

## OF ADVERTISING IS TO MAKE MONEY

That is the sum total of all that pertains to it. The best obtainable publicity, and the most of that for the outlay, is essential to success. The advertisement constructor cannot furnish it. The newspaper publisher, naturally prejudiced in favor of his own paper, is not a safe adviser; neither is he whose interest is confined to special lists or mediums.

Practical people who insist on transacting their business in a practical way will call to their aid the experience which is profitable, the methods that are known to lead to success.

They will not depend on theorists or pin their faith on that which is visionary. The times are ripe for men with hard heads, stout hearts, looking for merit, not claimed but established. Such we desire to serve. Correspondence solicited.

**The Geo. P. Rowell Advertising Co.,**

NEWSPAPER AND MAGAZINE ADVERTISING,

10 SPRUCE ST., NEW YORK.



# City *VS.* Country.

Great dailies and great magazines have their part in the economy of successful publicity. Local country weeklies are household necessities — papers handed down from generation to generation—read from beginning to end, advertisements and all. The local weekly gets inside of the buying pocket-book, and the 1,400 papers of the Atlantic Coast Lists are nearly all country weeklies. One electrotrope for them all.

134 Leonard Street, New York City.

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ENTERED AS SECOND-CLASS MATTER AT THE NEW YORK, N. Y., POST-OFFICE, JUNE 22, 1893.

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## FRENCH BILLPOSTERS.

### *Paris Letter to the N. Y. Recorder.*

Straws show which way the wind blows. The pictorial posters of Paris, shining from dead walls in glorious color-splashes and chic outlines, tell the story of the city's light and ticklish gayety. The simple black and white which reproduces them can never even indicate their rainbow tints and daring tricks of contrast—geranium red, a midnight blue, a lemon yellow, with seas of a fainter blue, and lakes of fair Nile green. They shine upon a stranger as he walks the Paris streets, and they swell his heart with gladness even when they recommend a soap or purgative or some dread tonic for the aged.

Every poster has a female face to coax or tease, to smile upon you with a meaning which you try in vain to read. If some railway company wishes to allure you to the sunny shores of Nice and Monte Carlo, or to the springs of Vichy in Auvergne, it knows no better way than to set up a squirming, smiling lady. She is in the foreground, the chief figure, riding, mayhap, on a donkey. She flirts a shimmering white or golden parasol to make a halo for her fluffy hair. Beyond you see the sky, a glorious blue, deep, sensuous, intoxicating, a blue of dreams that Nice and Monte Carlo never knew. Hills, sea, a town, a curving bay, are splashed in fainter tints and outlines more alluring from their very faintness. Or one great daub of brilliant cherry-red that runs from black to blush-rose, fading into white, will make a background for the enigmatic lady of the tantalizing smile. The lady is always there, and the chief figure in these Paris posters. The English advertise a brand of soap by spreading far and wide the picture of a leering monkey sliding down a balustrade in evening clothes. A Frenchman makes a soap which also won't wash clothes. The prettiest name he can think of for it is the "Savon de Jeannette." It is Jeannette, the soubrette—a heavenly blonde

parlor-maid from out of the comic operas, in a starched and crinkled muslin cap with flowing strings, a gown of satin stripes with high-puffed shoulders and no sleeves. In red and white, against a blue-stained background, Jeannette stands, smiling down upon you over her left shoulder. The smile is as of one being gently titillated with a feather, with eyes half closed, with shoulders, arms, and fingers all contorted with delight and shrinking mixed.

These splendid advertising posters, splendid always in their colors, and, from the standpoint of a Frenchman, splendid also in their outlines—show themselves on every Paris wall which is available. One artist, Cheret, leads the others in designing them. Since 1867 he has produced more than 400 of these posters, for circuses, concerts, balls, soap manufacturers, charity fetes, patent purgatives, theaters, illuminating oils, newspapers, publishers, and powders for the face. In each of them he has not failed to place his delicate and fin de siecle lady, now with her unfathomable smile, now on the point of exploding with some inward joy, now mocking, sometimes with a look of conscious silliness, but still adorable. There is always the slanting or the puckered eye and kissing mouth. Otherwise Frenchmen would not look at them.

The few French companies which have, heretofore, monopolized refined petroleum in France, have been great patrons of the admirable Cheret. Under such names as Oriflamme, Luciline and Saxoleine, a set of more or less gummy, yellow-burning compounds has been for years supplying the French with drawing-room shadows, better adapted to the purposes of this impressionist style of art than to brightening up the family circle. The graceful posters of Cheret, even though they only glorify petroleum lamps, suggest the thought of progress. They show always the same type—a married lady under thirty years of age, holding with

an air of triumph some lamp of rare design. She holds it at a proper angle to cast a flood of light upon her hair, her face, and her shoulders—a light that never was on sea or land, but yet agreeable.

I have in my collection one of Cheret's advertisements of shops of a year ago, puffing up a magasin for hats. A young mother and her little daughter are both in ecstasy as they try on the new "creations," all the way from three francs (60 cents) up. So much joy for a dollar and a half—how could the husband or the father deny it to them?

A lightning express from Paris to



the Riviera is advertised by a pink nymph with flying drapery and tresses in midair. Below, as if she were its genius leading on, there come into view the sombre outlines and the flashing headlight of a sawed-off European locomotive, belching forth white smoke into a black-blue sky.

The dance halls, circuses, variety shows, and cafes-concerts lead all the others. This fact is significant. It shows the new, still-changing life of Paris. Great places of amusement refuse, in their dignity, to put out picture posters at all. Even places which make a specialty of spectacular and fairy pieces, with much ballet, ordinarily content themselves with posters without pictures. Their simple announcements, in large letters, contain only the piece, the cast, the hour, the prices, and the theater's location.

A walk along the Paris streets, in

studying their pictorial advertisements of amusement halls, will show all this; for enterprise and capital are more quickly sensitive to changes than the theorizing minds of critics. The Olympia Music Hall, the Nouveau Cirque, the Scala Cafe-Concert, the Folies-Bergere, the Summer Circus, the Cafes des Ambassadeurs, the Concert of the Eiffel Tower and the stage and dance floor of the Jardin de Paris—these are the places whose proprietors pay thousands of francs for a single new poster.

The predominance of Cheret in all his lithographic art has, so far, been overpowering. He appears to have but one type—that of the tantalizing lady, with the slanting, squinting, or wide-popping eyes and bursting smile or kissing mouth. He is all extravagance and all "go." A newer set of types is slowly coming in. Six months ago the new tendency might easily have been declared to be the Japanese, like reminiscences of such men as Ibels and Lautrec. The latter did the celebrated poster of the Moulin Rouge, which is now already rare, and much sought after by collectors. Ibels' poster for Mevisto, a popular song singer, is a complete example of this tendency. But the furor for that change in ladies' dress which came up so suddenly, veered, and has not yet settled down, brought out another mode.

The mingled simplicity and extravagance, dating back, say, to the year 1830, have worked changes in the dressing of the hair, and shoulders, and skirts, and, I would almost say, in the ideal of female beauty. The artist, Forain, made a poster fully a year and a half ago, which foreshadowed this change. It was for that Exposition of Women's Arts, which went almost entire to the Chicago Fair. A lady is seen drawing a portiere aside, to disclose the words of the advertisement. In expression, pose and dress, especially in the smooth, plain dressing of the hair, curving from forehead down to ear-front, after the fashion of our grandmothers, this new poster contrasted strongly with the scatterbrained concoctions of Cheret and his followers. These always seemed half tipsy with champagne.

Two things are certain: First, in Paris the designing of pictorial advertising posters is a fine art, and well-known artists do not hesitate to sign their names to designs for which they get so high a price. Such advertising

is on the increase in lavishness and merit. In the second place, this art has its schools and movements intimately connected with the current taste in literature, art, decoration and fashion.

If it be true, as a friend of mine believes—a scientific man who has written it all out—that the mere persistence of a widely spread advertisement will actually hypnotize the public mind, then how lucky the Parisians must be! Hourly they are hypnotized into good taste!

STERLING HEILIG.

### NEWSPAPER LAW.

IF YOU QUOTE A NEWSPAPER YOU MUST  
QUOTE THE SENSE AS WELL AS  
THE WORDS.

A notable step in the modern development of what we may call newspaper law has just been taken by the High Court of Justice in England. That tribunal has maintained, in the most emphatic manner, the right of a newspaper to prevent, by injunction, the republication of misleading extracts from its articles.

On Sept. 26, 1886, there appeared in the London *Times* a leading article concerning a system of auction sales then prevailing in London, called "auction knockouts." The article described these knockouts as "one of the most iniquitous abuses ever introduced into a respectable trade." It then spoke of the advantages of auction sales made in good faith, but "in reality," said the *Times*, "under the present system, an auction is the most unfair of all sales, and is the most ruinous method of disposing of any sort of goods." Further remarks were made about the knockout system, which was designed to exclude competition at auctions, and the article ended with these words: "As matters are now managed, no one will resort to an auction who can dispose of his goods by any other means."

Mr. Charles Lowe, a dealer in second-hand books in Birmingham, recently published a catalogue upon the cover of which was printed this notice:

Books wanted to purchase—libraries or smaller collections of books bought for cash at the *maximum* market value without any deductions or delays. The danger of selling by auction, rather than disposing of libraries to respectable dealers, has been pointed out by a leading article in the *Times*, from which the following is an extract: "An auction is the most unfair of all sales, and is the most ruinous method of disposing of any sort of goods. As matters are now managed, no one will re-

sort to an auction who can dispose of his goods by any other means."

The extract from the *Times'* article contained in the bookseller's notice omitted the words, "In reality, under the present system," with which the first sentence began, and conveyed the false idea that the newspaper had condemned auctions generally, instead of condemning only such auctions as were fraudulently conducted.

The advertisement attracted the attention of many British auctioneers, and some of them made inquiry concerning the article at the office of the newspaper. Thereupon Mr. Walter, for the proprietors of the *Times*, brought a suit in the Chancery Division of the High Court of Justice, asking for an injunction to prevent the further publication of the misleading extracts.

The application came on to be heard before Mr. Justice Kekewich, who granted the desired restraining order. The learned judge remarked as follows:

If the *Times* had published anything like this extract, standing alone, they probably would have laid themselves open to very serious blame; and if they had not laid themselves open to legal proceedings, they certainly would have been highly culpable in thus describing a mode of sale which the court frequently resorts to, and very often highly approves of—that is to say, sale by auction. This gentleman, the defendant, has ingeniously taken one sentence from about one-third down the article, tacked it on to the last sentence at the end, and then says that is a fair summary. It is rather astonishing. I suppose, for the writer of an article in the *Times* to be told that his article could be summarized in that way. But this article is not summarized by this extract. The extract does not give the slightest idea of what the article is. It is devoted to all auctions, instead of to this particular class of auctions, and it trounces them all in this severe language. That is an injury to the *Times*. Mr. Cross dwells on the injury to the auctioneers. Indirectly, no doubt, auctioneers may complain; and if they complain, that may affect the *Times*, of which, no doubt, the auctioneers are large customers by way of advertisements. But the *Times* itself has the right to say, "You shall not publish our article, either wholly, partially, or by way of summary, or by way of extract, otherwise than fairly. If you depart from that, and, still more, if, departing from the fair summary, you give an entirely different color to our article, then you are saying that we have said something which we have not, and that you have no right to do." The injunction must go; and, this being the trial of the action, it will be made perpetual, with costs.

It is easy to see how a newspaper might be greatly injured among the members of any particular trade or calling by the publication of misleading extracts from its articles, conveying the erroneous idea that it had unjustly denounced persons pursuing that calling. The decision in this case is in favor of honesty and good morals.—*N. Y. Sun*.

## THOSE LOTTERY ADS.

ATLANTA, Ga., December 9, 1893.

Editor of PRINTERS' INK:

Will "The Little Schoolmaster" kindly give its opinion on the inclosed ad? It was cut from one of our daily papers. I have an idea that it is a better ad for the Louisiana State Lottery Company than for the Gulf Coast Ice and Manufacturing Co.

Yours truly,

A SCHOLAR.

CONRAD! CONRAD! CONRAD!  
A CARD TO THE PUBLIC.

While it is true that I have been chosen the President of the Louisiana State Lottery Company, vice M. A. DAUPHIN, deceased, I still retain the Presidency of the Gulf Coast Ice and Manufacturing Company, so that all proposals for supplies, machinery, etc., as well as all business communications on other subjects should be addressed to me here as heretofore.

After January 1st, 1894, my business will be removed to Puerto, Cortez, Honduras, Central America, and will there go on as now, without any break.

PAUL CONRAD,  
New Orleans, La.

Lock Box 1358.

The blind lottery advertisements referred to in our correspondent's communication have, for a long time, been appearing in many theater programmes and some newspapers. The wording is manifestly taking advantage of a technicality in the law. An amusing imitation of this announcement has been put out by a local tradesman:

SCHOENBERG! SCHOENBERG! SCHOENBERG!  
A CARD TO THE PUBLIC.

While it is true that we have opened Branch Offices at 276, 432, 554 and 604 Columbus Ave., we still retain our Main Office at 346 Columbus Ave., and all communications in regard to Electric Bells, Gas Lighting, Locksmithing, etc., can be addressed here, as heretofore.

Yours truly,

R. A. SCHOENBERG & CO.,  
346 Columbus Ave. Electricians.

## A NOVEL METHOD OF ADVERTISING.

From the New York Sun.

A tall, gray-haired man, wearing a long overcoat and a shiny silk hat, went the rounds of the down-town restaurants yesterday, distributing advertising cards stating that Mr. —, banker and broker in stocks, bonds, grain, cotton and provisions, had opened a place in Nassau street, where he had private wires to Chicago, Boston and Montreal. The man would enter a restaurant, cast his eye over the crowd, then approach a gentleman, drop a card in his lap and say:

"Ever do anything in the stock line?"

If the one addressed replied in the affirmative, the suave agent would wink and remark:

"Well, step in and see us. We play 'em right off the board. No delay with us."

If the response was negative, he would say, without lowering his voice:

"It don't require any knowledge of stocks to do business with us. Bucket shop, you know; that's what it is, of course, only we call it brokerage (with a wink) for prudential reasons purely."

## ADVERTISES FOR ADVERTISERS.

From the Chicago Tribune.

In a morning newspaper which is making desperate efforts to make a respectable showing of advertisements, an advertisement to the following effect appears every day:

**WANTED—TWO RELIABLE MEN,** capable and willing to work for a first-class company; must furnish references. Apply in person to Exchange Bureau.

This advertisement is inserted by the management of the paper, and the "Exchange Bureau" is on the second floor of the building. The advertisement is full of promise to a man out of work, inasmuch as reliability and capability are the only qualifications necessary.

A man answered the advertisement yesterday. In the room was a short, middle-aged man who said he was in charge. Before the caller had time to state his business the man handed out a card which he said contained "the rules." They were that, before any questions would be answered, the applicant must pay \$1 for a two-line advertisement to be inserted ten times in the paper.

"But I don't want to advertise," said the caller. "This advertisement says the men are wanted. Are the positions filled?"

"Can't tell you a thing until you pay your \$1. Write out your advertisement, pay the money, and then we will tell you whether the place is filled or not. If it is you get your dollar's worth of advertising; nobody paid for this ad; it is ours. We have people looking for these places and then advertise them ourselves."

"Then the scheme is one to get advertisements, simply?"

"Well, you get your money's worth, don't you, even if you don't get a job?"

The manager proceeded to dilate upon the beauties of the paper he represented when it came to the question of small advertisements. The dollar was not paid by the caller, nor by several others who heard the conversation.

## A MISTAKE SOME ADVERTISERS MAKE.

From the Boston Post.

One of the Idler's most intimate friends is a New Yorker, and speaking of advertisements recalls his amusing protest the other night regarding some of our own Boston announcements. Said he: "A few weeks ago, while here, I decided to go one evening to some place of amusement for the evening. After dinner I went out into the hotel corridor and looked over the theater bills there displayed. Only one of them gave the hour at which the performance began, and none of them had any directions as to where the theaters were located."

"But everybody here knows where they are," suggested the Idler. "That's it, exactly," said the New Yorker savagely. "You complacently suppose that everybody knows all about your crooked little place and your local customs."

I believe that sufficient attention is not paid to the advertisements, as to the wording, composition, etc. The printer should always have the privilege of changing the arrangement of an advertisement if he does not alter the sense. Then, if care is used in composition and proofreading, the result will be alike satisfactory to customer and printer. Advertisers will show a quick appreciation of a handsome advertisement.—R. C. Penfield, in the *Inland Printer*.



## CHECKING THE BILLPOSTERS.

"Me? I'm a bill-inspector," was the reply of a man to whom the writer recently put a query respecting his occupation. "That is, I have to see that billposters do their work properly."

"Some of them want looking after, I can tell you. You see, they are generally paid a certain sum, according to the number of bills posted, and the length of time they are displayed on the hoardings. Now, supposing a firm gives out four hundred bills to be posted in and around London, and wishes them to be displayed for a month."

"If there were no bill-inspectors it might happen that only two hundred and fifty would be posted, and that in the case of a stormy month—which plays sad havoc with the hoardings—very likely not half the number which had been washed or blown off would be renewed."

"Then again, there are 'pirate' billposters to be looked after; men who will cover up one firm's bills with those of another, thus getting paid for posting bills on hoardings which have cost them nothing for rent."

"I am engaged by a pirate firm who advertise largely, and there are a good many who follow the same occupation as I. Nearly all the London theaters employ bill-inspectors, and even billposting firms are compelled to engage us, otherwise they would often be receiving complaints from their customers respecting the non-posting or non-renewal of the bills placed in their hands, besides finding their hoardings regularly used by pirates."—*Cassell's Saturday Journal.*

## A FARMER GIVES SOME REASONS FOR THE EXISTENCE OF HARD TIMES.

*From the American Times.*

"There is being so much said in the country about hard times and the scarcity of money, and as everybody has a cause and knows a remedy, I thought I would write to tell your readers what I think is the cause."

"We buy more than we produce."

"There is too much flour and bacon shipped here every year. The things we ought to make at home we are buying."

"We let our timber rot and buy our plough stocks, singletrees, axe handles, hoe handles, and fencing."

"We throw away our ashes and buy soap and axle grease."

"We give away our beef hides and buy hamestrings and shoestrings."

"We waste our manure and buy guano."

"We buy garden seed in the spring and cabbage in the winter."

"We let our lands grow up in weeds and buy our brooms."

"We waste the wax out of our pine and gum trees and buy chewing gum for our children."

"We build schoolhouses and hire teachers and send our children off to be educated."

"We land a five-cent fish with a four-dollar fishing rod."

"We send a fifteen-cent boy out with a twenty-dollar gun and a four-dollar dog to kill birds."

"We raise dogs and buy wool."

"And about the only things in this country that there is over production of are politics and dog-tics."

I HAVE tried many ways of advertising and have found that for a small town newspaper advertising pays best.—*A. E. Black, Conneaut, O.*

## CHRISTMAS ADVERTISING.

*From the American Druggist.*

Three years ago I perpetrated a "Christmas Tree" on the defenseless public, which not only called attention to our perfumes and fancy goods, but received a flattering notice in three newspapers.

It was a capital advertisement as well as a window attraction.

I decorated an eight-foot tree with some of the customary gee-gaws and baubles, and displayed, or rather hung, on the tree "presents" for some of the country's notables.

For instance, I dedicated a bottle of Hair Reviver to solemn-visaged Bill Nye. A hair brush, comb and cake of soap to Herr Most—recommended for daily use."

For (then) ex-President Cleveland, who at that time was steadily adding to a generous periphery, a bottle of our cod-liver oil emulsion—"recommended for emaciation." For Senator Ingalls (then on the anxious bench) a porous plaster—"recommended for strengthening the back—and hopes."

For Jay Gould (peace to him) a small globe on which was inscribed: "The Earth."

For Robert Ingersoll, a large candy horse—"recommended as a safer hobby than he now rides."

For Senator Quay, a bottle of liquid cement—"will cement anything—possibly political factions."

T. B. Reed, Amelia Rives, John L. Sullivan, Prof. Koch and a number of others were also kindly remembered. Of course, the same characters will not answer now, but a tree similarly gotten up for persons of recent prominence would be, as mine was voted, a unique attraction.

RALPH B. GABLE.

## THE AD SHOULD BE NEW—AND TO THE POINT.

Advertising in the smaller cities and towns is done upon a basis with so little of the business aspect about it that business men have no respect for its methods. The first and greatest fault is to be found in the fact that advertisements are permitted to run too long without change. An advertisement should always advertise something definite. It sounds well, of course, to inform the public week after week that "the best goods at the lowest prices" are to be found at a certain establishment, and many such phrases are seen so often that they have become wearisome. Each week some certain article should be offered for sale and the ad should be devoted to that article alone.—*J. C. Oswald, in the Inland Printer.*

## WHAT TO ADVERTISE IN IOWA.

The State of Iowa, being wholly an agricultural district, should receive the attention of the manufacturers of farm machinery. Its dairy interests being in the ascendant, manufacturers and dealers in dairy and creamery supplies should find in it a profitable field. Ranking high in its interest in improved livestock, breeders and importers find it worth looking after. Its standing with reference to educational matters requires the expenditure of immense sums for school house furniture and school appliances and supplies. Stove men find in it a regular gold mine, because the general use of soft coal creates an incessant demand for new stoves. The improvement of country roads has opened a good field for one class of machines. The general improvement of farm homes has made an increased demand for clothing, jewelry and books.—*C. C. Carlin,*

## PLAINLY STATED.

LABORATORY OF  
THE STARK MEDICINE CO., 86 Broad st. }  
NEW YORK, Jan. 9, 1894. }

Editor of PRINTERS' INK:

The inclosed advertisement appeared in the *Helena (Mont.) Independent*, Nov. 19, 1893, and is well worth perusal by the readers of PRINTERS' INK. For facts plainly stated and convincing argument it surpasses anything that I have ever seen. It is unique in expression and to the point. The Meat Peddler is a genius, and certainly is entitled to the honors for writing an advertisement that might be called "a winner."

Yours truly,

C. S. FASSELLMAN,  
Adv. Manager.

## THE MEAT PEDDLER.

Mr. Marc Says "Beware of Peddlers"—  
Here I Am.

"Peddlers' wagons," says Mr. Marcos, "sell cheap meat." I buy my meat of the *Helena Meat Company*. Mr. Kaufman, the buyer for this firm, is one of the proprietors, and there is not a better judge of meat in the State than he. He is certainly not surpassed in this respect by men of two years' experience. The outfit I use cost more than the entire fixtures of Mr. Marcos' shop. I have a patent refrigerator wagon, manufactured by Gurney, of Boston, and cost \$500. If I cannot handle meat with more neatness than is displayed in Mr. Marcos' shop, where dogs are allowed to come in and make hitching posts of the meat about the shop, I will quit the business.

As to prices, Mr. Marcos is coming down to what my prices have been for the last two months. I am out for a living, and that only, and my customers are my best advertisement.

SWAN NORDBLOM,  
The Meat Peddler.

## BECOMES A FASCINATION.

W. H. HILLIER, JOHN HART, JOHN H. HART.

HILLIER & Co.,

New Jersey Cleaning, Dyeing and Refinishing Establishment.

OFFICES: Newark, N. J., 665 Broad st.;  
150 Market st.; 215 1/2 Springfield ave.  
Plainfield, N. J., 175 North ave. New  
Brunswick, N. J., 55 Church st. Morristown, N. J., 27 South st. Factory,  
608, 610, 612 Passaic ave., Kearney, N. J.

NEWARK, N. J., Jan. 8, 1894.

Editor of PRINTERS' INK:

Inclosed find postal note for \$2.00, for which kindly send me PRINTERS' INK for one year. I have had several back numbers handed to me by Mr. W. A. Baker, of *Town Talk*, this city, and I am so much interested in your paper that I want to subscribe "right off." The ready-made ads are a splendid feature, and in arranging matter for the papers of the various places in which our stores are located I have used some of the ideas with good effect. With PRINTERS' INK and Mr. N. C. Fowler, Jr.'s, "Building Business" as guides, preparing copy becomes a fascination rather than a task. Very truly,

JOHN HILLIER HART.

## GREAT CAESAR!

Andrew Jackson edits the *Cricket*, at Belmont, Cal.

There was a gain of fourteen thousand five hundred and forty-seven (forty a day) separate and distinct advertisements in the *Philadelphia Public Ledger* in 1893 over 1892.

## ADVERTISING SUPPLEMENTS, IN BOOK OR PAMPHLET FORM.

NEW YORK, January 6, 1894.

Hon. Kerr Craigie, Washington, D. C.:

DEAR SIR—We send you herewith a copy of the *Chicago Inter-Ocean*, of December 10th, together with its illustrated supplement. We understand that the *Inter-Ocean* is paid for distributing 115,000 of these supplements.

You will observe (1st) that the size of the supplement is different from the paper itself; (second) that the supplement of eight pages is, from beginning to end, an advertisement of a patent medicine called "No-To-Bac" and of the Indiana Mineral Springs, both of which enterprises belong, as we are told, to the Sterling Remedy Co. of Chicago.

In conducting our publication, PRINTERS' INK, we often have application from newspaper men who wish to have reading matter inserted in our paper. Such applications are always declined. If, however, it is permissible for us to issue supplements on the plan indicated by the *Inter-Ocean*, we could accommodate those who apply to us as above. They are mainly newspaper men and have printing offices of their own. They could furnish us with a little pamphlet, more or less on the style of the *Inter-Ocean* supplement, and we could then distribute them through the mails at a cent a pound. The cost to us, therefore, of making such a distribution would be very small, while the price the publisher would be willing to pay to have the matter go out as a supplement to PRINTERS' INK would be considerable—say one or two hundred dollars.

We could, of course, make up the supplement in our own office, if that is required. We presume, however, that in the case of the weekly *Inter-Ocean* its supplement was made up elsewhere.

If such a plan as issuing supplements as we propose is not permissible, will you kindly inform us whether it would be just as permissible in our case as it would be in the case of the *Chicago Inter-Ocean*—and if not, why not? Your reply will oblige,

PRINTERS' INK.

## "BRAINS," IN DETROIT, SECOND-CLASS.

NEW YORK, January 6, 1894.

Hon. Kerr Craigie, Third Assistant Postmaster-General, Washington, D. C.:

DEAR SIR—Inclosed we send you a copy of a paper called *Brains*, devoted to the art of advertising. It works in the same field with PRINTERS' INK.

Please observe in the center of the upper part of the first page, of the issue for December 30th, the order of the *Detroit Journal* for 300 copies of *Brains*, to be sent during the year to their advertisers.

These papers, we understand from the Post-Office in New York City, are sent at second-class rates. As this is precisely the sort of arrangement that newspapers all over the country are desirous of making with PRINTERS' INK; as it is just the sort of arrangement that the *Washington Star* made with PRINTERS' INK a year ago, but which, according to your decision, we are not permitted to renew; what we now desire to know is whether it will be possible for us to learn from your office what changes, if any, will be requisite in the make-up or character of PRINTERS' INK to entitle it to the same privileges in the United States mails as second-class matter that are accorded to *Brains*?

Hoping for the favor of a reply, we are,

Your obedient servants,

PRINTERS' INK.



QUARTER MILLION SAMPLE COPY EDITIONS.

A DEFINITE ANSWER OBTAINED FROM THE P. O. DEPARTMENT, AND IN LESS THAN A MONTH.

NEW YORK, Dec. 11, 1893.

Hon. Kerr Craige, Third Assistant Postmaster-General, Washington, D. C.:

DEAR SIR—Inclosed is a communication from *Trade*, a Philadelphia magazine claiming to have a regular issue of 18,000 copies, and announcing a special issue for January of 250,000 copies, one of which will be sent to every druggist, grocer and general storekeeper in the United States.

Will it be permissible for our paper, PRINTERS' INK, having at present a regular issue in the mails of about 11,000 copies, to announce a special issue for April next, to be sent to a list of names including every druggist, grocer and general storekeeper?

They are the persons from among whom we must expect to obtain our subscribers.

Your reply will oblige,

Your obedient servants,

GEO. P. ROWELL & Co.,  
Publishers of PRINTERS' INK.

NEW YORK, Jan. 3, 1894.

Hon. Kerr Craige, Third Assistant Postmaster-General, Washington, D. C.:

DEAR SIR—Twenty-three days ago we wrote inclosing an announcement of a Philadelphia publication and asking if it would be permissible for us to do in April what this paper proposed to do in January.

On a former occasion, when we made a similar inquiry at your office, we were permitted to carry out our plans; but when the permission was received it was too late to avail ourselves of it.

In consideration of the fact that delays are so injurious, we trust that you will soon favor us with a definite reply.

We are, your obedient servants,

GEO. P. ROWELL & Co.,  
Publishers of PRINTERS' INK.

WASHINGTON, D. C., Jan. 5, 1894.

Messrs. Geo. P. Rowell & Co., 10 Spruce St., New York, N. Y.:

SIRS—The postmaster-general directs me to say—in response to your letter of the 3d instant—that the proposed mailing of a 250,000 sample copy edition of PRINTERS' INK will, if carried into effect, be regarded as a violation of the spirit of his letter dated June 27, 1893, under which your publication was re-admitted to the second-class of mail matter.

The Department is investigating the status of the publication—*Trade*—submitted by you.

Very respectfully, KERR CRAIGE,  
Third Assistant Postmaster-General.

NEW YORK, January 6, 1894.

Hon. Kerr Craige, Third Assistant Postmaster-General, Washington, D. C.:

DEAR SIR—We beg to thank you for your definite and satisfactory reply of January 5th to our letter of January 3d, and we beg further to respectfully say to you that you can probably have very little idea of the advantage that it would be to us in our business, if it should become possible to obtain such definite replies with something like the same promptness in future.

Our business is important to us, and in the face of the warnings conveyed in the postmaster-general's letter of June 27th, it is not safe for us to take any steps outside of every-

day routine without first submitting the matter to your office.

We hope that the time will come when we will be permitted to apply to our local postmaster for such information as we require.

We are,

Your obedient servants,

GEO. P. ROWELL & Co.,  
Publishers of PRINTERS' INK.

The National *Tribune*, published in Washington, is permitted to send out sample copy editions of a quarter of a million at pleasure. The law is silent upon the question as to how many sample copies may be sent.

Classified Advertisements.

Advertisements under this head, two lines or more, without display, 25 cents a line. Must be handed in one week in advance.

WANTS.

AMERICAN GARDENING wants advertisements.

THE ST. NICHOLAS MAGAZINE wants your attention, and deserves it.

DO you want a versatile paragrapher and live reporter? J. D., Printers' Ink.

USED Columbian postage stamps are bought by E. T. PARKER, Bethlehem, Pa.

GET rich quick! \$30 a day made easy. Plan sent for 35c. Idea free. VIM, Peoria, Ill.

NEWSPAPER men find our "Best" Fat. Acct. Files handy. Exchanged for space. SWANK MFG. CO., Fremont, O.

SUCCESSFUL advertising man, age 37, open for management of some trade journal. "CONTRACT," care Printers' Ink.

WANTED—A special agent, to handle exclusively our advertising in the East. Address "E. E.," Box 43, Pittsburgh, Pa.

"SMALL TALK ABOUT BUSINESS" By mail. Paper, 40 cents; cloth, 75 cents. FREMONT PUBLISHING CO., Fremont, Ohio.

"SMALL TALK ABOUT BUSINESS." A catchy booklet tells about it—sent free. FREMONT PUBLISHING CO., Fremont, Ohio.

TO EXCHANGE—Orange grove in Southern California, for paying newspaper. Address "ORANGE GROVE," 1210 F St., Washington, D. C.

GOOD writer and practical printer has \$1,000 to invest in country weekly, for part or whole interest. Address Box 24, Doylestown, Bucks Co., Pa.

AN all-around newspaper man desires a situation as managing editor of an evening daily or a weekly in small city or large town. Address "GAZETTE," care Printers' Ink.

"999" ENGINE PUZZLE. The triumph of mechanical skill. Pleases everybody; 3 cars and an engine packed in a neat box, 25c. C. J. BARLENS, Rose, N. Y.

WHO DOES YOUR EMBOSSEING! Elegant designs in catalogue covers. Send for samples and prices. GRIFFITH, AXTELL & CADY CO., fine catalogue printers, Holyoke, Mass.

PHILADELPHIA'S most successful dry goods advertisement writer would engage with leading Eastern or Western retailer after new year. Address "CARLOS," care Printers' Ink.

WANTED—Republican editor of ability to take partnership interest in est. weekly in Montana. Must have \$2,000 to \$3,000. Profitable business guaranteed. "XX," Printers' Ink.

DETECTIVE—We want a man in every locality to act as private detective, under instructions. Experience unnecessary. Stamp for particulars. NATIONAL DETECTIVE BUREAU, Indianapolis, Ind.

**EVERY** person troubled with corns, bunions or warts to send for free sample bottle of Persian Corn Cure. M. COHN, 222 W. 51st St., N. Y.

**WANTED**—The Western agency of a leading Eastern weekly or monthly publication, who would make liberal arrangement to secure good Western business. References. Address CHAS. B. DARLING, 79 Dearborn St., Chicago.

**NEWSPAPERS**, circulars, samples, etc., distributed in District of Columbia and adjoining States; signs nailed up; paint wall, bulletin, barn sign, fence advertising signs, mailing and addressing. HERMAN J. MARTIN CO., Washington, D. C.

**ADVERTISERS** who wish to reach the people of Missouri, Kansas, Iowa and Illinois with circulars, samples, signs, books, magazines, etc., should correspond with the CONTINENTAL ADVERTISING & DISTRIBUTING CO., Pleasant Hill, Mo., Lock Box 222.

**CLASSIFIED** advertisements, to appear by the year, are accepted for PRINTERS' Ink at a dollar a word, if paid for in advance. Orders not accepted at this rate for less than ten words. Ten dollars pays for inserting ten words a whole year; eleven words cost \$11; 40 words \$40. All yearly advertisers are entitled to receive the paper without additional charge.

**ADVERTISING MANAGERS**—Some newspapers are using my work to pull business in. Some are selling it for me to local advertisers on a commission basis. It helps the paper, helps the advertiser, helps me. I write bright, business-bringing ads at moderate prices, and can furnish you plenty of testimonials and samples. Write to me about it. CHARLES AUSTIN BATES, Vanderbilt Bldg., N. Y.

**SILVER SPOON FREE!** PRINTERS' Ink likes to see what sort of circulars people use who seek advertising patronage. If you are an advertiser and get a lot of this sort of literature, we want it! Tell your boy to save it for us! Send us every Saturday all that have accumulated within a week. If what you send is a larger lot than we receive from any one else for the week, we will send you a silver spoon, and another and another, just as long as the lot you send is larger than comes from any other person. Please observe! Circulars from newspapers or others who use them for the purpose of soliciting advertisements are what is wanted—not ordinary business circulars. Address PRINTERS' INK, 10 Spruce St., New York.

#### ADDRESSES AND ADDRESSING.

##### ST. NICHOLAS.

**PERSONS** who have facilities for bringing advertisers and consumers into contact through lists of names and addresses may announce them in 4 lines, 25 words or less, under this head once for one dollar. Cash with order.

#### SUPPLIES.

**VAN BIERRE'S**  
Printers' Rollers.

**ZINC** for etching. BRUCE & COOK, 190 Water St., New York.

**ADVERTISING** supplies business when nothing else will. Try ST. NICHOLAS.

**"PEERLESS" CARBON BLACK.**  
For fine ink—unequaled—Pittsburgh

**THIS PAPER** is printed with ink manufactured by the W. D. WILSON PRINTING INK CO., Ltd., 10 Spruce St., New York. Special prices to cash buyers.

**CHEAP** as dirt, fine as silk, 1,000 gold embossed letter heads. Best bond paper. With special design to order, \$9.95 complete. LANDON PTO. CO., Columbus, O.

**PAPER DEALERS**—M. Plummer & Co., 45 Beekman St., N. Y., sell every kind of paper used by printers and publishers at lowest prices. Full line quality of Printers' Ink.

#### BILL POSTING & DISTRIBUTING.

**\$3.00** PAYS for mailing 3,000 circulars and gives you 2-inch advertisement free for 3 months in AGENTS' FRIEND. Ad DECKER ADV. BUREAU (Room 3), Smith Bldg., Boston.

#### NEWSPAPER INSURANCE.

**INSURE** present and future business by using ST. NICHOLAS.

**ON CIRCULATION**—What made London *Tribune*? How did *Assenars* reach 700,000? *Pearson's Weekly* nearly a million! New York *Press* and *Advertiser* increase 200 per cent in a year! Only one answer—FREE INSURANCE! THE COUPON COMPANY, No. 174 Broadway, New York, is the only agency in the United States for making contracts with newspapers for use of coupons. Write or call. Always happy to confer with business managers.

#### ADVERTISING NOVELTIES.

**IN AMERICAN GARDENING** pays.

**ADVERTISING** rates invariable in ST. NICHOLAS.

**MAZZAROTH**—Beautiful calendar in colors. Send stamp. BIGGS, Box 645, Louisville, Ky.

**SEWING** machines will boom your circulation. Write for particulars and prices. FAVORITE MFG. CO., 343 Wabash Ave., Chicago, Ill.

**FOR** the purpose of inviting announcements of Advertising Novelties, invite to benefit reader as well as advertiser, 4 lines, 25 words or less, will be inserted under this head once for one dollar.

#### TO LET.

**ADVERTISING** space in ST. NICHOLAS.

**AMERICAN GARDENING** for first-class advertisements.

**TO LET**—Front office in building No. 10 Spruce Street. Large and well lighted; steam heat; electric light; size about 25x30. Can be subdivided into several offices. Rent, \$50 a month. For further particulars address GEO. P. ROWELL & CO.

#### FOR SALE.

**ADVERTISING** space in ST. NICHOLAS.

**\$3.50** BUYS 1 INCH. 50,000 copies Proven. WOMAN'S WORK, Athens, Ga.

**IMPOSING** stones, two marble, 28x30, and coffins. Worn only where quins have tracked. Chases used were 27x39. Will sell cheap. HEBER WELLS, 8 Spruce St., New York.

**NEW** newspapers. A list of the names of the new newspapers started each week, furnished on application. For terms address RIDGE MFG CO., Box 375, Ridgewood, N. J.

**SEVERAL** lots of desirable nervous debility letters, subscription letters and miscellaneous letters for sale, or rent for copy. Write us. A. LEFFINGWELL & CO., Boyce Bldg., Chicago, Ill.

**FOR SALE**—Having bought another office. We have a lot of type and material in good condition for sale cheap. Also one 4-col. quarto Fairhaven press and one 7-col. folio Proulx. VINDICATOR, Valley Falls, Kansas.

**TWO** old-established, illustrated magazines, one or both for sale. Price, \$15,000 to \$25,000; have a fine circulation, steadily growing, and profitable advertising contracts, constantly increasing. Present experienced manager, long identified with the publications, would remain. Apply GRIGGS & CARLETON, 302 Broadway.

**\$3,800** WILL buy the only newspaper plant in a village of 3,500 in Western New York, with steam power, presses and a complete and perfect outfit throughout. No other printing house within 15 miles. \$1,000 down and the balance in long term payments. Ad. "ADMINISTRATOR," care Printers' Ink.

**FOR SALE**—The whole or part interest in THE EVENING LEADER and job printing establishment. Only newspaper published in the senatorial district comprising the city of Manchester and the counties of Chesterfield, Fowham and Goodland, and practically the only job printing office in the district. Terms easy. Address BENJ. F. OWEN, JR., Manchester, Virginia.

## MISCELLANEOUS.

## ST. NICHOLAS.

## ADVERTISE in AMERICAN GARDENING.

VAN BIBBER'S  
Printers' Rollers.

**SILK** pieces for crazy work. Pack from \$2.00 per 100 up. E. M. LEMARIE, Little Ferry, N.J.

**RIPANS** TABLETS cure headache. A standard remedy. Order through nearest druggists.

## ELECTROTYPES.

**WHEN** you need anything in the electrotypes line, write to E. T. KEYSER, 5 Beekman St., N. Y., stating quantity and size desired.

**ADVERTISING ELECTROTYPES.** Patent light-weight metal backs. Best work. Prompt service. Wood or metal. WM. T. BARNUM & CO., Electrotypes, New Haven, Conn.

**ADVERTISERS** use the Cellutype because they are made of celluloid, hence are very light and can be sent by mail at small expense; are more durable than electrotypes and equal to a brass die. Cellutypes and cellotyping machinery, manufactured by the J. F. W. DORMAN CO., Baltimore, Md., U. S. A.

## ADVERTISING AGENCIES.

## ALL indorse ST. NICHOLAS.

## FURNISH rates for AMERICAN GARDENING.

**O. L. MOSES**, 132 Nassau St., N. Y., publishers' special agent.

**Geo. W. PLACE-NEWSPAPER ADVERTISING.** 82 Broadway, New York.

**GEO S. KRANTZ**, special advertising agent for N. Y. dailies. 102 W. 14th St., N. Y.

**NEWSPAPER Advertising and Purchasing Agency.** 19 East 14th St., New York.

**CHAS. K. HAMMITT**, Advertising, 231 Broadway, N. Y., will serve you effectively, economically.

**100 LEADING dailies**, circ. 4,000,000; \$3 rate. **FLETCHER ADV. AGENCY.** Cleveland, O.

**IF** you have in mind placing a line of advertising anywhere, address **B. L. CRANS**, Room 4, No. 19 Spruce St., N. Y. City.

**IF** you intend to advertise in any manner in the D. C. consult us. **HERMAN J. MARTIN CO.**, 1902 7th St., Washington, D. C.

**IF** you wish to advertise anything anywhere at any time, write to the **GEO. F. ROWELL ADVERTISING CO.**, 19 Spruce St., New York.

**HICKS' Newspaper Advertising Agency.** **WILLIAM HICKS**, proprietor, 150 Nassau St., New York.

**A LIVE** Washington letter in exchange for advertising space in your paper. Write us. **HERMAN J. MARTIN CO.**, 1902 7th St., Wash., D. C.

**CHARLES H. FULLER'S NEWSPAPER ADV. AGENCY.** 112-114 Dearborn St., Chicago, Ill., Temple Court, New York. Established 1880. Estimates cheerfully furnished.

**CONGRESS** is in session. We are correspondents and reporters for newspapers all over the U. S. Write us. **HERMAN J. MARTIN CO.**, 1902 7th St., Washington, D. C.

**THE INTER-STATE ADVERTISING AGENCY.** of Kansas City, Missouri, a young and successful institution, would like an opportunity to compete for your business. It charges nothing for name, experience or ability—only for the space used. Our rates are what you want—ask for them.

## ADVERTISING MEDIA.

**ADVERTISERS' GUIDE.** Mailed on receipt of stamp. **STANLEY DAY**, New Market, N. Y.

**I COVER** the State of Indiana. 13 leading dailies. **FRANK S. GRAY**, 12 Tribune Bldg., N. Y.

**ANY** person advertising in **PRINTERS' INK** to the amount of \$10 is entitled to receive the paper for one year.

## ADVERTISEMENT CONSTRUCTORS.

## ST. NICHOLAS.

## TRY AMERICAN GARDENING.

**CHARLES AUSTIN BATES**, New York, 680 Vanderbilt Bldg. Ads, circulars, catalogues. Original ideas—plain English—sales.

**SHREWD** publishers find my *confidential* "ed. copy" pays. It increases circulation. Politically to suit. **G. T. HAMMOND**, Newport, R. I.

**A VERBAL** "wiggle" to a business bait will often catch the eye and interest of a very cautious "fish." **JED SCARBORO**, Station W, Brooklyn.

**A NEW** departure in ad writing. Send for particulars, naming your line of business. Have done good work, and am taking duplicate orders. **J. C. DUPONT**, Westfield, Mass.

**IF** an advertisement, circular or pamphlet is different in language and looks from other people's, it will be noticed. **BERT M. MOSES** writes that kind. Lock Box 285, Brooklyn, N. Y.

**THERE** is something about your business that needs telling. There's a way of telling it that may be your haven's thought-of—a telling way, too, may be—my way. Shall I tell it for you? If you are a retailer and will agree to use 50 ads during '94, I'll write them in "blocks of five" for 50 cents each. (5 samples, \$5. Your money back if you don't like them.) **CHARLES AUSTIN BATES**, Vanderbilt Bldg., New York.

## PREMIUMS.

**WANTED** by Advt. Dept. AMERICAN GARDENING.

**"BOX o' Brownies"** (rubber stamps, retail 25c.). **EAGLE SUPPLY CO.**, New Haven, Ct.

**OUR** catalogue has the best premiums. **HOME BOOK COMPANY**, 142 Worth St., New York.

**SEWING** machines half price to publishers. Lists free. **AM. MACHINE CO.**, Chicago, Ill.

**NEWSPAPER** Premiums. Largest line, lowest prices. **ARIEL BOOK CO.**, 1113 Market St., Philadelphia.

**ST. NICHOLAS** celebrates his twenty-first birthday so successfully that the first edition of the November number is all sold.

**PREMIUMS**—Sewing machines are the best. Will increase your circulation. **FAVORITE MFG. CO.**, 342 Wabash Ave., Chicago, Ill.

## THEATER PROGRAMMES.

**ADVERTISING** in N. Y. theater programmes, season '93-'94. For rates, etc., address **ADOLPH STEIN**, 113 E. 14th St., N. Y.

## STREET CAR ADVERTISING.

**WRITE** to FERREE, First National Bank Bldg., Hoboken, N. J.

## ILLUSTRATORS AND ILLUSTRATIONS.

## ST. NICHOLAS.

**FOR** magazine illustrations, **H. SENIOR & CO.**, 19 Spruce St., N. Y.

**DESIGNS**, sketches and illustrated ads drawn. **E. LUTZ**, 166 West Ave., Buffalo, N. Y.

**HANDSOME** illustrations and initials for magazines, weeklies and general printing, 50 per inch. Magnificent catalogue, 25 cents. **AMERICAN ILLUSTRATING CO.**, Newark, N. J.

## BOOKS.

**DANGER SIGNALS**, a manual of practical hints for general advertising. Price, by mail, 50 cents. Address **PRINTERS' INK**, 10 Spruce St., New York.

**"THE PREPARATION OF ADVERTISEMENTS,"** a valuable little book on this subject. Price, by mail, 50 cents. Address **PRINTERS' INK**, 10 Spruce St., New York.

**A** DVERTISE placed in each of 140 local weeklies; 75c. a line a week. Only one electrotype needed. UNION CO., 15 Vandewater St., N. Y.

**BE INDEPENDENT.** Own your own newspaper. Send for estimates to PICTORIAL WEEKLIES CO., 122 Nassau St., New York City.

**THE** Church Press Association, Incorporated, publishers of twenty Church Magazines, combined circulation, 25,000. Samples and rates on application. 10 E. 14th St., Phila., Pa.

**HOMES AND HEARTHS** is a winner for advertisers; 50,000 monthly; put it with the "pullers" 46c. line; yearly, 25c. Send to WATTENBERG'S AGENCY, 21 Park Row, N. Y.

**T**O reach the Canadian buyers advertise in the Canada Newspaper List (50 papers). Proved circulation, 32,000 copies weekly. Special low rate to those who apply now for space. The largest advertisers in the U. S. use this list. Address PRINTERS' INK, 10 Spruce St., Hamilton, Can.

**SEND IN YOUR ORDERS FOR 1894.** Yearly orders for classified advertisements in PRINTERS' INK will be accepted at 12½ cents a line while present discounts prevail, and contracts carry with them the right to use additional space, within reasonable limits, at same rate. Address PRINTERS' INK, 10 Spruce St., New York.

**FRATERNITY PAPERS**—I am special agent for all the official and leading papers of the various fraternal orders. One inch, one time, in 18 of the best papers, will cost \$25. Rates furnished on special lists of Masonic, Royal Arcanum, A. O. U. W., Knights of Pythias and all others of this class. Send for list and rate card. GEO. S. KRANTZ, Special Agent, 102 W. 14th St., N. Y.

## NEWSPAPERS AND PERIODICALS.

### COLORADO.

**C**OLORADO—In its issue of February 7th PRINTERS' INK will publish an article on the subject: "What papers shall an advertiser use to reach the people of Colorado?" Contributions are invited from persons who deem themselves competent to prepare such an article. If use is made of any article sent in, in response to this invitation, due credit will be given, and our correspondent will be entitled to a year's subscription to PRINTERS' INK in payment for service rendered.

### CONNECTICUT.

**N**O daily in Eastern Connecticut has so large a circulation as THE DAY, New London, Ct.

**LADIES' HOME JEWEL,** New Haven, Ct. A High-Class Magazine. Will pay advertisers.

**The Household Pilot**  
and Modern Queen, New Haven.  
Circulation extends into every State and Territory.

**C**ONNECTICUT—In its issue of February 14th PRINTERS' INK will publish an article on the subject: "What papers shall an advertiser use to reach the people of Connecticut?" Contributions are invited from persons who deem themselves competent to prepare such an article. If use is made of any article sent in, in response to this invitation, due credit will be given, and our correspondent will be entitled to a year's subscription to PRINTERS' INK in payment for service rendered.

### DELAWARE.

**D**ELAWARE—In its issue of February 21st PRINTERS' INK will publish an article on the subject: "What papers shall an advertiser use to reach the people of Delaware?" Contributions are invited from persons who deem themselves competent to prepare such an article. If use is made of any article sent in, in response to this invitation, due credit will be given, and our correspondent will be entitled to a year's subscription to PRINTERS' INK in payment for service rendered.

## DISTRICT OF COLUMBIA.

**A**LERT advertisers advertise in KATE FIELD'S WASHINGTON, Washington, D. C.

**D**ISTRICT OF COLUMBIA—In its issue of February 25th PRINTERS' INK will publish an article on the subject: "What papers shall an advertiser use to reach the people of the District of Columbia?" Contributions are invited from persons who deem themselves competent to prepare such an article. If use is made of any article sent in, in response to this invitation, due credit will be given, and our correspondent will be entitled to a year's subscription to PRINTERS' INK in payment for service rendered.

## GEORGIA.

**THE ENTERPRISE,** Smithville, Ga., all home print; 1,000 subscribers.

**THE OLD HOMESTEAD** is the leading—in fact, the only—high-class magazine in the South. Its circulation is largely among the most intelligent and influential class of readers. As an advertising medium for reaching the best trade in the South and Southwest THE OLD HOMESTEAD is unsurpassed. Dealers, grocers, apothecaries, women or the family circle will find it more useful than any other publication. Advertising rates on a living basis. J. WARREN LEWIS, publisher.

## MASSACHUSETTS.

**40** WORDS, 6 times, 50 cents ENTERPRISE, Brockton, Mass. Circulation, 7,000.

## MICHIGAN.

**FREE** Will insert your ad free if we don't prove 30,000 every month. Rate, 15c. a line. Once a Month, Detroit, Mich.

## MINNESOTA.

**D**O you want to reach the Scandinavians? MINNEAPOLIS TIDENDE, Minneapolis, Minn., has 10,000 sworn circulation. Write for rates.

**The Housekeeper,** Minneapolis, Minn.  
Circulation, 125,000.  
**Pays Advertisers.**

## MISSOURI.

**THE HOME CIRCLE,** St. Louis, Mo., is the best advertising medium in the West. 75,000 copies each month. 50c. per agate line. Established in 1886.

**MEDICAL BRIEF,** monthly. St. Louis, has a regular issue of 30,473 copies, guaranteed by American Newspaper Directory, a larger circulation than any other medical journal in the world.

## NEW JERSEY.

### THE EVENING JOURNAL.

JERSEY CITY'S  
**FAVORITE FAMILY PAPER.**  
Circulation, - - - 15,500.  
Advertisers find IT PAYS!

## NEW YORK.

**ST. NICHOLAS.**

**THE Le Roy (N. Y.) GAZETTE** is a first-class weekly newspaper.

**NEWBURGH, N. Y.** Pop. 25,000. The leading newspaper, daily and semi-weekly JOURNAL.

**THE HARDWARE DEALER'S MAGAZINE.** Rate, \$1.25 inch month. 73 Reade St., N. Y.

**A**ERICAN GARDENING is the best for seeds, plants or implements. Lowest rate for circulation in America.

**A**LBANY, N. Y., TIMES-UNION, every evening, and WEEKLY TIMES, every body. Largest circulation. Favorite Home paper.

## A COMPARISON

During 1892 **THE EVENING POST** contained 577,862 lines more advertising than any other evening paper in New York City, a visible concession to its superior value as an advertising medium.

## ADVERTISERS

"Keep your eye on

**GODEY'S**"

because the reading public are getting, through us,

"2 for the price of 1,"

which means—"Practically your choice of any American Periodical Free."

## NORTH CAROLINA.

Our Southern Home, 40p. mo. Immigration Journal. Cir'n large, advg. rates low Hamlet, N.C.

## OHIO.

COLUMBUS, Central, Southern, and Southeastern Ohio offer a rich field for advertisers. THE OHIO STATE JOURNAL—Daily, 12,000; Sunday, 17,000, and Weekly, 33,000—covers the field. All leading advertisers use it.

THE value of WOMANHOOD as an advertising medium is plainly evidenced by the letters received from advertisers telling the publishers of the large number of replies received in answer to their advertisements. GEO. S. BECK, 193 World Bldg., N. Y. City, Eastern Manager.

THE AMERICAN FARMER and FARM NEWS has there is no doubt of it—the largest bona fide circulation of any monthly agricultural journal published anywhere in the world. The "ad" rates are very low, considering the character and extent of the circulation, and returns are certain as fate. GEO. S. BECK, 193 World Bldg., N. Y. City, Eastern Manager.

## PENNSYLVANIA.

Pittsburgh **PRESS** has the largest circulation rating of any daily in that city, viz: 44,964.

MR. WM. B. REED, of Chambersburg, Pa., a leading rose-grower, and proprietor of the Chambersburg Nurseries, wrote, under date of October 30, 1893: "Of the fifty-seven papers used, PARK'S FLORAL MAGAZINE stands at the head of the list, yielding nearly seven times the cost of the insertion. With only two exceptions, none of the others yielded more than two times the cost of insertion, and forty-six of the papers did not pay cost of insertion. The list included *Ladies' Home Journal* and the leading magazines and horticultural journals of the country. Yours sincerely, WM. B. REED."

## RHODE ISLAND.

THE NEWS, Providence, R. I., every evening. ONE CENT. 10,000 circulation.

## WASHINGTON.

SEATTLE TELEGRAPH.

SEATTLE TELEGRAPH, the leading Democratic daily north of San Francisco.

## WISCONSIN.

WISCONSIN AGRICULTURIST, Racine, Wis. Proved circulation, 30,000; 30 cents a line.

## MANITOBA.

THE MANITOBA (Monthly Magazine), Winnipeg, Man. Circ. 3,116; largest, 9,000. 30c. a line.

## CENTRAL AMERICA.

PANAMA STAR and HERALD—D. and w.; pub. at Panama; est. 1849. Eng. and Span. editions cover Mexico, Cent. and So. America. Cir. 47,000. ANDREAS & CO., gen. agents, 53 Broad St., N. Y.

## CANADA.

"BIZ"—Making friends. Small, unique, effective. The Canadian "Printers' Ink." Splendid field. Tickle with ad. it laughs with harvest. Nuff said. 4 Adelaide St., E. Toronto.

TO DO

# First-Class Work

YOU MUST HAVE GOOD MATERIAL

If you think a printer who uses the best ink, the newest and most modern faces of type, and employs the best mechanics in the business, can be of service to you in telling the public that which you want them to know, address

WM. JOHNSTON,

MANAGER PRINTERS' INK PRESS, 10 SPRUCE ST., NEW YORK.

## Ready-Made Advertisements.

*Original Suggestions From Various Contributors.*

(Revised and edited by Wolstan Dixey).

*For a Patent Medicine or a Drug Store.*

### IT'S A SIN

to be sick. Whose sin? Yours, if you stay sick; and the sin grows blacker every day you neglect Doctor Leech's Golden Globules, one box of which would set you all right.

*For a Hat Store.*

### THE H A T MAKES THE M A N

People judge you by it. Self respect—and often good fortune—comes with a new hat. It is the poor man's necessity and the rich man's pride; and you can have it for \$2.50 at our store, the same shape as the \$5.00. The latter wear longer.

*For a Grocery—(By W. C. Baker).*

### IS YOUR CAKE DOUGH

or heavy and solid, not fit hardly for any one to eat? Probably the cause of it is poor flour, second or third grade, no doubt, sold you for first-class goods.

If you're tired of it, why not try our brand? Every sack will give satisfaction—our word for it.

The people come the second and third time for our excellent teas and coffees.

*For a Shoe Store—(By W. C. Baker).*

WE extend to you a cordial invitation to look over our stock of boots, shoes, rubber goods and felts. If you **ARE** needing anything of the kind, our line is complete, **THE** styles innumerable. If you would like a neat, shapely, dressy **SHOE**, kindly remember us. The **PEOPLE** all are welcome.

*For Furnace Business.*

"Let us reason together."

### OUR CLAIM

is that the Hotting Furnace is superior to any other in the market.

### OUR REASONS

are that it gets more heat out of the fuel, and saves and distributes it more economically. Every product of combustion is utilized. It is

**ECONOMICAL,  
DURABLE,  
GAS-TIGHT,  
SELF-CLEANING.**

[Each maker must speak for himself on the important "whys and wherefores" of his own furnace. He must sum up the peculiarities of general construction: is it a perpendicular system? That is a strong point. Has it extraordinary radiation? Are the castings specially adjusted to heat and cold? That saves breakage. Make the main principles strong and pointed. The catalogue can go into the small details.]

*For Shoes—(By Bert M. Moses).*

### Passing of the Corn Doctor.

Statistics show that three years ago there were 9,427 chiropodists in this country. Last year there were 4,000.

### The Phitt Shoe

was put on the market three years ago, and its sale has been phenomenal. The decadence of the corn doctor is thus explained.

### COMFORT TAKES THE PLACE OF CORNS

when you wear the Phitt Shoe. The price is only \$3.50, but it ought to be more.

*For a Jeweler.*

### DARK MORNINGS.

We have an alarm clock that is trained to say, gently, "Pillink!" Just enough to wake you without startling. It costs only one dollar. Of course, we have everything else in clocks, watches and jewelry. We would like to show you some novelties. You needn't buy.

TICK, TOCK & CO., 10 James St.



## Ready-Made Advertisements.

Original Suggestions From Various Contributors.

(Revised and edited by Charles Austin Bates).

*For a Grocer—(By Carl Baraf).*

### WORDS ABOUT TEA.

As an invigorating, healthful beverage tea has few equals. The question of which kind must be answered by the palates of its drinkers. A great many like the ———. It costs ——— a pound. It is strong — a pound lasts a long time.

*For a Tailor.*

### "EVER OF THEE"

"we are fondly dreaming" and of that trial order which you are some day going to give us. It's these same trial orders that have brought us so much regular trade. If it be for one of these English Melton top coats at \$20, we are sure of the result.

*For any Business—(By C. A. Bates).*

### LITTLE THINGS.

What a chance for an essay or a sermon on that subject. Little things are the most important. It is the little things that make life happy or miserable. It is the little things in the ——— business that we look after. The big ones seem to care for themselves.

*For a Druggist—(By E. L. Couillard).*

### A WOMAN OF YOUR TEMPERAMENT

knows what she wants, and wants to get what she asks for without any circumlocution. We make it a point at our store to give you what you call for and don't show you "Something just as good." If you ask for Drugem's Arabian Perfume you will get an article you have long wanted. It is a perfume, delightfully fragrant and lasting. Try it free at

DRUGEM'S DRUG STORE,  
BOOMTOWN.

*For Tobacco—(By J. S. Briggs).*

### PUT THIS IN YOUR PIPE,

It is a sample package of the new CAPITAL MIXTURE. You can get it FREE any day, for a week from January 26th, at SMITH'S CIGAR STORE, 102 State St. It is fragrant, mild, will not bite the tongue, and in large packages comes in an air-tight jar that will keep it moist for a year. Stop and get a package,

### AND SMOKE IT!!

*For Dry Goods.*

### OUR LIMITED LINEN LIST.

For frugal February buyers. Just to keep our blood in circulation during an otherwise dull time we are going to have a Linen Sale.

Some of the prices are ridiculously low, some very low and some just plain low, but there's plenty of inducement to buy. Linen, like Death, "Hath all seasons for it's own." It's as good one time as another. This "one time" is better than another.

Here are the figures on a limited list:

*For Country Store—(By Chas. Shepherd).*

### The Best Of Everything

is not always available to ladies who live in country towns. Take Corsets, for instance. Here is the "Ever-fit," which city folks swear by, has been almost an unknown quantity in Pleasantville until the Boston Store took hold of it. But now, thank goodness, with a prospect of good times coming and the possibility of wearing the "Ever-fit" Corset,

**"We may be happy yet,  
You bet."**

Anybody and everybody is at liberty to change over these advertisement suggestions to fit them to their own use—that is what they are here for. Advertisement writers are invited to send in suggestions; if used, due credit—name and address if desired—will be given.

## PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

Issued every Wednesday. Subscription Price: Two Dollars a year. Three Dollars a hundred; single copies, Five Cents. No back numbers.

GEO. P. ROWELL & CO.,  
EDITORS AND PUBLISHERS.

NOTE.—Except by special assignment, PRINTERS' INK does not invite contributions from persons who expect the return of unused manuscript or to be paid for their contributions.

OFFICES: No. 10 SPRUCE STREET.

NEW YORK, JANUARY 17, 1894.

THE publishers of the Bangor *Commercial* are trying to get from the Post-Office Department a statement of what each paper in the state of Maine pays for postage, and assert that if they can get it, it will show conclusively the relative circulation of the different papers, and will show that the majority of the papers are given a rating in the American Newspaper Directory from 50 to 100 per cent more than they are entitled to. This statement is the more remarkable when it is remembered that the Directory ratings are barely one-half as high as those given by the various advertising agencies that issue hand-books for the guidance of advertisers. In N. W. Ayer & Co.'s new book the Bangor *News* is rated as having 5,600 daily and 14,200 weekly, and this, the *Commercial* people assert, is more than three times what they print.

It is shown, from a statement furnished the American Newspaper Directory, that the New York *Evening Post* printed, in the year 1893, 7,558,940 copies, an average of 24,463 daily. It is doubtful if any other evening paper in America receives an advertising patronage so generous and lucrative as is accorded to the *Evening Post*.

THE Framtiden Publishing Company, of Rockford, Ill., proprietors of a popular Swedish newspaper there, have made arrangements to supply "patent insides" to other Swedish newspapers. There are already between one and two hundred of these, and it is a surprising fact that the average circulation secured by them exceeds, three or four times over, the editions of the average American newspapers printed in English.

## FRATERNITY, BUSINESS AND POLITICS.

A letter from the publishers of the Oil City, Pa., *Derrick*, dated January 3d, 1894, informs the publishers of PRINTERS' INK that:

The average circulation of the semi-weekly *Derrick* was more than 6,000 as far back as 1889, and for 1893 it was over 10,000, and the letter goes on to say:

We would like to state further that by a recent contract with a *fraternal order* the circulation for the semi-weekly for 1894 will average over 20,000.

In PRINTERS' INK for January 3d attention was directed to a Connecticut paper that had arranged with a Bridge Manufacturing Company to send some thousands of copies every month in accordance with a contract entered into to that effect in connection with a page advertisement. It was not made plain whether the papers were given in consideration of the advertisement, or the advertisement in consideration of the sale of so many subscriptions. As we understand it, the last might be permissible, but the first would be absolutely wicked. It is and always has been legitimate for politicians to pay for subscriptions by the hundred, thousand, or tens of thousands, but it is generally supposed that this must not be done by fraternal societies or business men. PRINTERS' INK will endeavor to learn from the Post-Office Department whether the practices of the Berlin, Connecticut, *News*, and the Oil City, Pa., *Derrick* are permissible for every publisher, or are simply tolerated by the department in these cases, while they would not be in any other; or whether the practice is in fact wrong, from beginning to end, except at election time and for political journals.

## MISFIT NEWSPAPERS.

At the meeting of the Republican editors at the Fifth Avenue Hotel, N. Y., January 10th, A. O. Bunnell, of the Dansville *Advertiser*, "told about the influence of the County Weekly Newspaper in Political Campaigns," and there was a howl of applause when Mr. Bunnell said that "the most notorious misfit in a political campaign is the political supplement sent out from headquarters."

SEND for a copy of the Los Angeles, Cal., *Weekly Express* and see what a pretty heading it has.

OCTOBER 2d there were sent out from the office of the American Newspaper Directory 19,051 letters addressed, one to the publisher of each newspaper or periodical catalogued in the 1893 edition of that book. This was to give them an opportunity to revise the descriptions of their publications and furnish information upon which correct circulation ratings might be based for the 1894 Directory. Up to the first of January replies had been received from 7,923 offices, and it was noticeable that the circulation reports covering a full year were considerably in excess of the total number received for any previous edition. On January 2d, in accordance with the customary practice, a duplicate letter was sent to the 11,128 publishers who had not responded, and they were advised that the forms would be kept open until January 16th to receive their reports. The number of responses to the second application hardly reached ten per cent of the number addressed, but it was somewhat surprising to note that the circulation reports that did come after the beginning of the year were to a larger degree from publications of prime importance, who appear to have delayed sending a report until it could be made to cover an entire calendar year. Reports are received and considered up to the very day of furnishing copy to the printer; but the last day upon which every publisher could be certain that his report would be in time, was Tuesday, January 16th. Advertisements for the Directory will be taken as late as March 15th, and even later from States belonging in that part of the book which, on account of the alphabetical arrangement, does not go to press until the work is nearly complete. It is an interesting commentary upon the willingness of publishers to do exchange advertising, and their unwillingness to pay cash, that last year, when all orders were accepted on the exchange system, the Directory received about 4,000 orders, while this year, payment in cash being insisted upon, the number of orders does not approach even ten per cent of those received the previous year, although the price demanded is reduced nearly one-half.

People do not look for anything but local news in a summer resort daily, and the more names, particularly of women, the more copies sold.—*Norman W. Penfield, in the Inland Printer.*

## ADVERTISING AMONG FARMERS.

*E. V. Bentley in the Inland Printer.*

If the farming fraternity were properly looked after by an advertising solicitor, a good trade could be worked up. I believe that if one or two papers in each county should take up this field they would find it highly profitable in time. At first sight a farmer could not, as a rule, appear to have anything to advertise, but if the rural readers of a paper once became infected with the idea of advertising, ten to one but that they would follow the example of their woolly flocks, and fall in line one after the other.

Farmer Smith, who has a fine lot of standing timber for sale, might easily find a purchaser for it did he put an announcement of the fact in the paper. In turn he would be apt to notice, in reading his own advertisement, that Farmer Jones had more manure than he needed, and he would, therefore, become not only a seller, but a purchaser as well. Another farmer, with an over-supply of yearlings, might very properly advertise that fact, together with the further news that he is willing to make a fair exchange for corn in the shock; while he who has a fine lot of fence rails ready for delivery, and wants some young fruit trees, could unquestionably achieve the pinnacle of his hopes by advertising at a low rate.

A column similar to those under the headings of "Wanted" and "For Sale" in the city papers can be made an interesting and profitable feature. Charge one cent per word, set the ads in solid nonpareil, and you can get a great many words in a column. This department could be made particularly attractive among the farmer readers, as well as those residing in town.

The cheapness of the advertisement, and the fact that the advertiser knows just what his announcement is going to cost, are both features that will help along the business.

## NO DULLNESS THERE.

Of the two largest clothiers in New York, the house that never advertises discharged nearly all its cutters weeks ago and has notified thirty salesmen and stock keepers that their services will not be needed after January 1. Whereas Messrs. Rogers, Peet & Co. (we have it on good authority), who are constant newspaper advertisers, are keeping their cutters hard at work, and have notified their army of employees that none will be discharged.

### "THE HARTFORD TIMES."

It has been the often expressed opinion of persons interested in advertising in Connecticut that *The Times* is the only paper in Hartford about whose circulation anything can be ascertained for certain.

The following sketch of Alfred E. Burr, the founder of that paper, is taken from the *New York Times* of Tuesday, January 2d :

Alfred E. Burr completed fifty-five years of journalistic life yesterday. He is the oldest newspaper man, by actual years of service, in New England, and is still a daily occupant of the responsible editor's desk in the office of *The Hartford Times*. Mr. Burr became the editor of the paper, which has distinctly borne the impress of his character and genius for half a century, Jan 1, 1839. For twelve years prior to that time he had been connected with *The Hartford Courant*, and was foreman of the printing department. On March 2, 1847, Mr. Burr published the first number of *The Daily Times*. He was then the sole owner of the paper. He made it from the outset the leading Democratic journal in the State. It has never been an organ. The paper's independence has been its most notable characteristic. The convictions of its editor and manager, his conscience, in a word, clear as the daylight, have been at the helm every day during the past fifty years. Mr. Burr, who could have been governor of the State time and again had he said the word, has not been a holder of office in the sense in which that term is used. Only twice has he consented to represent his native city in the general assembly. He was a member of the house in 1853. Thirteen years afterward, at the conclusion of the civil war, he was again sent to the legislature.

But no man in Connecticut has done more to shape Democratic management and administration. For more than a quarter of a century he headed the Connecticut delegations in the national conventions of the party, and was the foremost supporter of President Cleveland's nomination at Chicago in 1892.

ADVERTISING : An extension of your shop front in the newspaper.

DOMESTIC Magazines : Wives who are always blowing up their husbands.

THE best illustrated paper : A bank note.

### AN ADVERTISER'S CHECKING CARD FOR ALL USES.

By Geo. P. Rowell.

Take some sheets of smooth manila paper so heavy that when cut into pieces, say  $5\frac{1}{2}$  by  $8\frac{1}{4}$  inches, they will appear to be thin cardboard.

Across the top of each card write the name of the newspaper, frequency of issue, and place of publication—town and State.

Below, specify date of sending order, space, position, changes, time, or num-

ber of insertions required to complete the contract, price to be paid, and such instructions as compliance with will be insisted upon.

On the lower half of the card let fifteen lines of figures be printed, running from one to thirty-one, to represent the days of fifteen months. On the opposite page is printed a model of such a card. It should be printed with a light ink (yellow or pink), over which one may write freely with black.

When the advertisement appears and the paper containing it has come to hand, write the name of the month to the left of the first line of figures, and indicate the first insertion on the figure representing the date which the paper bears, using some mark easy to make and the meaning of which will be plain to yourself.

The next line of figures will do for the following month, and so on. The fifteen lines will leave sufficient leeway to make up for omissions, wrong insertions, missing papers, etc.

It will be well to fix upon a code of simple marks which shall indicate "correct insertion," "short space," "wrong position," "bad impression," and any other fault of which a record is desirable.

A memorandum of payments can be made on the back of the card, if it is not desired to keep a ledger account with the paper.

A checking card arranged in this way will answer for a daily, a weekly, a monthly, or a paper appearing at any other intervals of time.

A package of these cards arranged alphabetically, with a rubber band snapped around them, is a complete record of the advertising being done in a State, a city—or in all the country.

An advantage of this system is the facility with which a card can be disposed of when no further need for reference to it exists. It can then be thrown away, destroyed, or filed with letters or other papers. Systems of checking in books do not have this advantage, and many pages soon become filled with records which are "dead" and (worse than useless) very much in the way.

Checking cards, such as are here indicated, can be furnished by any job printer for five dollars a thousand. Mr. William Johnston, foreman of the Printers' Ink Press, is delighted to furnish them at that price, and to make a reduction when large lots are ordered,



## HOW TO GET A BIG CIRCULATION.

The business manager of the New York *Recorder*, in a communication printed elsewhere, refers to an assertion that has been made: That the religious newspapers exaggerate their circulations most, and the agricultural papers are next in that line. The fact is, that in these days of cheap paper and fast presses no newspaper sustains a large circulation that is not pushed by unusual and energetic methods, and sold at nominal subscription rates. The tendency of the times is toward giving away the paper and relying upon the advertiser for a profit. Many a farmer is receiving to-day an agricultural paper that he subscribed for half a dozen years ago, more or less, and has never paid or been asked or expected to pay any further subscription. Once a subscriber always a subscriber, is said to be the rule with more than one successful money-making paper at the present time.

The weekly *Recorder* is a new paper, yet it already prints 100,000 copies regularly. The representative of PRINTERS' INK who called to learn how this result had been brought about reports as follows:

I found Mr. Vick, the business manager of the weekly *Recorder* (N. Y.), surrounded by a ton or two of addressed wrappers and circulars, which half a dozen clerks were working at. In response to my inquiries he said: "We try to make a paper that people will want for itself. We fill it with pictures. We try to give the biggest dollar's worth they ever had, and then we 'throw in' a premium varying in retail value from 50 cents to \$5. In addition to this each subscriber is given a chance at a guessing contest—or rather a scientific problem—for the correct answer to which we offer 300 prizes of varying value, aggregating \$3,000.

"This guessing contest is bringing in thousands of new names, but we find also that the attitude of the paper on different political conditions has its effect. Our offers are advertised in a great number of papers, but it is from sample copies that our best returns come. They go to people who have sent money, in response to advertisements, during the past year, and fully nine out of every ten names begin with 'Mrs.'"

I suggested that the weekly *Recorder* seemed to me good enough to "go" without a premium, to which Mr. Vick replied: "Yes, of course; but the *Youth's Companion* gives premiums; the *Ladies' Home Journal* gives premiums. Even the *Century* is doing it. We have to take things as they are.

"Will our subscribers stick year after year? We propose to make them. Each year and each season we will offer new inducements—if possible—greater and more startling than the previous ones. Here is our advertising contract form. You see payment is conditioned upon proof of the circulation of 100,000

copies each week. Before March we hope to tell a very much better story."

Briefly stated, the weekly *Recorder* is making headway along the beaten path of premiums. The paper seems to be made up mostly of matter lifted from the daily, but it is good matter and well selected for the purpose. There are, besides, a number of features published exclusively in the weekly. There are 32 four-column pages, 12 of which are filled with premium offers.

### J. WESLEY BARBER.

Undoubtedly one of the most unique and loved men in the advertising business is Mr. J. Wesley Barber, of the Dodds' Advertising Agency, Boston. He started into the business at the age of sixteen with Geo. P. Rowell and Horace Dodd, who were then conducting an advertising agency under the name of Geo. P. Rowell and Co., on a limited two years' partnership. This was in June, 1866, and at the end of two years Rowell & Co. opened the main office in New York, Mr. Dodd continuing in Boston, with whom Mr. Barber has been associated up to the present time, meanwhile making his services invaluable to his employer, until he was admitted into the firm.

One of the chief characteristics of Mr. Barber is his straightforwardness, and the one, aside from his warm and genial nature, that has done most toward making him one of the most popular men in the advertising business in this country. It is safe to say that there is not one publisher in this country who does not put implicit faith in Mr. Barber's word.

The one qualification both advertisers and newspapers come to recognize in Mr. Barber is that he means what he says, and as he does not use the Jew principle of offering the publisher \$10 when he expects to pay \$24, the publisher usually knows that when he offers \$21.50 or \$24, it is very little use to correspond on that order, as Barber has offered just what he believes it to be worth to his customer, and if he sends the order back he will never see it again. It is a way that Mr. Barber has of dealing with each man's advertising precisely as though he were the principal.

Though his cigar and wine bills have not run into the dollars, he does not claim, fortunately, any credit for this peculiarity, as it comes only because he happened to have a father who was a good Methodist minister, and who never said to his boys "don't do this." As the father never lost an opportunity



to afford pleasure to his boy, he had not quite the meanness to bring discredit upon him. And we are glad to say that the Christian influence of his noble and lovable father has had a lasting effect upon the son. It is to his father that he owes his start in the right direction toward an honorable and useful career, and to himself is due the credit of living an industrious and Christian life.

As for hard and continuous work, Mr. Barber has few equals; he is ever on the alert in the interests of his customers, one week in Chicago, the next at his office, working with seemingly tireless energy and rapidity, always agreeable and with a pleasant word for everybody; thus he drives along conscientious and happy, leading the life of an honorable Christian gentleman. We state this fact that the personality of the man may be more fully understood.

Mr. Barber has a hobby, which is the study of the art of photography. As he says: "One thing that I had rather do, next to taking an order, is to examine a good photograph or develop a negative, having devoted my spare time to it for ten years."

Mr. Barber's epitaph is already written: "He is the one man in the advertising business in whose hands I could safely place my order without dictation, with the surety that my interests will be attended first and Barber's second."—*The Weekly Journalist* (Boston), Dec. 28, 1893.

#### EDITED BY THE MAN-ON-THE-BAND-STAND.

Do not hesitate to take the *Helper* from the post-office, for if you have not paid for it, some one else has. It is paid for in advance.

The above appears under the editorial heading in the *Indian Helper*, a weekly issued at the Indian Industrial School at Carlisle, Pa. This paper announces editorially that it "is printed by Indian boys, but edited by the man-on-the-band-stand, who is not an Indian." The subscription price is ten cents a year and it offers many attractive premiums beside. It has a regular issue of 10,000 copies, and its right to be mailed at second-class rates is not questioned. The Carlisle School is a government institution.

#### IT IS NOT VERY STRONG.

At Jamaica, in Vermont, the local newspaper is named *Ginger*.

#### ARIZONA.

Arizona has 112,000 square miles of territory, being considerably more than twice the size of New York State. In population it does not much exceed Staten Island, and scarcely counts two-thirds as many people as are to be found in the city of Albany. It prints thirty-five newspapers, such as they are, and of these twenty-five are issued daily. These daily papers compare favorably with those published in Eastern towns of equal population, which is not saying very much, because in the East towns of the same size do not generally issue dailies. Arizona evidently offers a hard field for journalism. It has not yet produced a paper of large issue or of wide reputation. The American Newspaper Directory for 1893 does not accord so large a circulation as an average of 1,000 copies to a single paper in Arizona, and the *Southwestern Stockman*, a live-stock weekly, printed at Wilcox, in Cochise County, is the only publication in the Territory to furnish the Directory with a circulation statement of any sort, in terms so definite as to permit of its accuracy being guaranteed. The *Stockman's* smallest issue in a year had been 780 copies.

In PRINTERS' INK, issue of Oct. 11, 1893, space was given to the following communications on the subject of advertising in Arizona:

LOUISVILLE, Ky., Aug. 11, 1893.

Editor of PRINTERS' INK:

Having occasion to do a little advertising in Arizona, I applied to an advertising agent for a list of the most suitable papers to use. He named the *Phoenix Gazette and Republican*, and the *Tucson Citizen and Star*. He suggested using the daily and weekly editions of each, and said that he didn't know of any better papers in the Territory. He said that if there was a paper in the Territory printing more than 1,000 copies regularly he didn't know which one it was. He also suggested that a good way to reach the people of Arizona would be to put an advertisement in the *St. Louis Republic* or the *Denver Republican*.

What do you think of this advice?

RANCHMAN.

NEW YORK, Aug. 15, 1893.

Editor of PRINTERS' INK:

Concerning the communication signed "Ranchman," which was the subject of our conversation yesterday, I do not consider the information contained therein sufficiently explicit to enable one to form a clear opinion as to the value of the advice given by the advertising agent applied to. I do not, however, deem the suggestion made as to the use of the *St. Louis Republic* and *Denver Republican* at all good, because the chances are that neither of these publications circulates to any considerable extent in Arizona.

If the object of the advertiser, which is not stated, could best be accomplished through advertising at important points in Arizona, the selections recommended are good, but the Prescott *Journal-Miner* and *Courier*, both daily and weekly, could, I think, in such a case be included to advantage.

If it is the aim of the advertiser to create a general demand for a proprietary article, then he should use practically all the papers published in Arizona, and this could be done at moderate expense, even for a considerable space to run a year.

E. F. DRAPER,  
Treas. Geo. P. Rowell Advertising Co.

The general advertiser finds his best returns from advertising in papers published where populations are densest. It is there that newspapers secure the greatest number of readers and can sell advertising space at lowest rates in proportion to circulation given. The most liberal buyers among the people of Arizona are those who have connections with central points East or West, and among these the newspapers of Denver, St. Louis and San Francisco have a considerable audience. To the general advertiser the newspapers of Arizona do not offer a profitable field. They must be content mainly with such legal advertising as is to be had, and such mercantile advertising as can be secured from local merchants. The local field, for that matter, is the only one really worth much attention from the publisher in a small town or city, no matter where situated. This is just as true in Arizona as elsewhere, and no more so there than elsewhere.

#### TO ADVERTISE DRY GOODS.

M. W. ROUNDS,  
Foreign and Domestic Staple Dry Goods,  
Ladies' Furnishings,  
Ladies' and Misses' Fine Shoes, etc.  
RICHFORD, Vt., Jan. 5, 1894.

Editor of PRINTERS' INK:

I do hope you will give us in PRINTERS' INK some ready-made advertisements for the dry goods trade. You are very kind to all other branches of trade, which is as it should be. But please drop in more for the dry goods if you can. I think it would be a great feature in PRINTERS' INK. Very truly yours,

M. W. ROUNDS.

The stock in a dry goods store is so diversified and specialization so important in advertising it, that in ready-made ads only a suggestion can be given. A general ad is not good in this line, as it may sometimes be in others. The best thing to put into a dry goods ad is prices, and the more the better. Put all the eloquence into them. The ads of the great New York houses are frightful from an artistic "ad-smith" standpoint, but they bring business.

#### ANOTHER WORD ABOUT FURNACE ADVERTISING.

Better than any chaotic medley of type and furnace-pictures crowded into a half-page ad is a plain, pointed statement of *why* this particular heater is presumably the best:

#### BECAUSE

IT HAS

A double radiator.  
A two-piece center-jointed grate.  
Perpendicular tubing.  
Adjusted to heat and cold.

Those are *reasons* why it is economical and durable, etc., and vastly more comprehensible to the average intelligence than the usual heterogeneous display called a furnace advertisement; but which often looks more like a disjointed map of Ireland.

After all, it depends on who you are talking to. The heads of tenants may be aimed at, but for builders and landlords the stroke is safely to be made at the pocket. Landlords—most of them—are not at present so vitally concerned in the exact *modus operandi* of heating apparatus as they may become later on.

Mr. CHAS. F. JONES, advertising manager for The Stewart Dry Goods Co., of Louisville, sends PRINTERS' INK a few of his recent ads. Their chief feature is the display, which is strong and plain, made so very largely by the use of lower-case letters in the lines usually made indistinct with "all caps." Mr. Jones recognizes the importance of preserving a certain "style" in his advertising. The same border is used in all of the ads, and the same kind of type, giving them a distinct and readily recognizable character. In the course of time a peculiar style of composition becomes a sort of trade-mark for a business, and, as such, valuable.

THE man who preaches a thing is not ordinarily the man who practices it. The average publisher spends less money for advertising than the average man in any other line of business.—*E. Kats.*

I DON'T believe in letting an ad (unless it be a business card) stand in a daily over three days, or in a weekly over once.—*A. E. Black, Connaught, O.*

COMMENCING with the first issue of the year, PRINTERS' INK began a series of articles dealing with the question: "What papers shall an advertiser use to reach the people of this State, Territory, or city?" In the issue for January 3 the State of Alabama received attention, being first by alphabetical arrangement. Last week a few words were devoted to Alaska. This week Arizona has attention. There is not much to be said about advertising in either of these two Territories. Other States, Territories and great cities will be dealt with in their order, the following being the assignment for three months:

January 3.....	Alabama.
January 10.....	Alaska.
January 17.....	Arizona.
January 24.....	Arkansas.
January 31.....	California.
February 7.....	Colorado.
February 14.....	Connecticut.
February 21.....	Delaware.
February 28.....	District of Columbia.
March 7.....	Florida.
March 14.....	Georgia.
March 21.....	Idaho.
March 28.....	Chicago.

A systematic effort will be made to bring these articles to the notice of advertisers and newspaper men in each State or city, for the purpose of eliciting expressions of opinions as to the good faith and good judgment with which each separate list has been compiled, and noting the same in revisions made at a later time, if it should seem advisable to republish the whole in a more permanent form for the convenient use of advertisers.

### TO BRING DOWN THE HOUSE.

Several weeks ago, when Joseph Jefferson was playing "Rip Van Winkle," in Philadelphia, he found among his mail one morning the following letter. It was written on a letter-head adorned with a cut of a folding bed, and read as follows:

*Mr. Jefferson:*

Sir—I saw you play "Rip Van Winkle" last night, and I have a proposition to make to you. When the curtain goes up on the third act, and you rise all stiff and sore after your long sleep, you might say a few words something like this: "Oh, how stiff I am! if I had only slept last night on one of Blank's patent folding beds, warranted safe, durable and comfortable, how much better I would feel this morning." I think it would bring down the house. Now, I am willing to pay you well for this, of course. Let me know what you think of it.

Morro of Abbeville, Ala., *Times*: "Success to all who pay their honest debts, and devil take the balance."

THE proprietors of a general store at Ashland, Wisconsin, exhibit considerable originality in their letter-head. Instead of the old-fashioned enumeration of the articles dealt in, is this simple inscription:

LOUIS KOLMAN & CO.,  
DEALERS IN ALMOST EVERYTHING.

THE assistant editor: A pair of scissors.

NEAT, MODEST AND ATTRACTIVE.

Office of the "CITIZEN,"  
HAMLIN, W. Va., Jan. 8, 1894.

*Editor of PRINTERS' INK:*

I am of the number that believe an attractive advertisement, typographically, has as much to do with the selling of an article, if not more, than its word construction. Apropos of this opinion, I offer it as my opinion, after giving close attention to all the advertisements in the issue of PRINTERS' INK of Jan. 3 (from the standpoint of taste in typographical construction), that the card of Wm. Johnston, manager Printers' Ink Press, is the most attractive advertisement in the issue of that date. It is neat, modest, plain and attractive.

W. M. WORKMAN,  
Publisher *Citizen*.

### FOUND MANY HELPFUL HINTS.

H. F. DUNN,  
Wholesale and Retail Grocer, Crockery,  
Glass and Silver-Plated Ware,  
Flour, Grain and Cotton-Seed Meal.  
EXETER, N. H., Dec. 30, 1893.

*Editor of PRINTERS' INK:*

DEAR SIR—Please find inclosed treas. check for \$2 to pay for my subscription to PRINTERS' INK. I have found many helpful hints during 1893, and do not wish to do without it.

Yours truly, H. F. DUNN.

### WHAT THE PUBLISHER OWES TO THE ADVERTISER.

When the country paper comes to that point where it has convinced its advertiser that it really has his interests at heart and is giving him something for his money, and stops this nonsense about the duty he owes his home paper, then will the hardest part of its battle be won.

If the space of two full columns is to be given to four ads, it will increase their importance and improve the looks of the page to place one in each corner. It not only looks attractive in itself, but it gives a good impression because it shows that care and thought have been given to making it up. It is not a great deal more trouble to give advertisements positions and keep them there.—J. C. Oswald, in the *Inland Printer*.

### PRETTY GOOD FOR ST. LOUIS.

All issues of the St. Louis *Globe-Democrat* in 1893, according to a report from the president of the company to the American Newspaper Directory, amounted to 27,743,215. The daily average was 51,010. Sunday, 74,021; weekly, 79,938.

## THE DECADENCE OF AGRICULTURAL PAPERS.

"WEEKLY RECORDER," Present Actual  
Circulation over 100,000 a week.  
NEW YORK, Jan. 8, 1894. }

## Editor of PRINTERS' INK:

In the issue of PRINTERS' INK of January 3d Mr. A. S. Porter, editor of an Ohio agricultural paper, gives some very kindly and fatherly advice to publishers of daily papers, warning them against the folly of conducting a weekly.

In his arguments Mr. Porter very plainly states that the demand for weekly papers in the rural districts is *increasing*, and that "that there is more reading done in our farm neighborhoods than in our cities, and the good, typical farm home has its newspapers *always* and its magazines quite frequently;" but Mr. Porter does not state the fact that the majority of these farm homes have no use for an agricultural paper made up of garbled news, which, when it reaches the reader, is so much ancient history; while the agricultural matter contained in the paper, written by a patent-leather, silk-handkerchief dude, giving the farmer instructions how to care for a cow's upper teeth, and other equally important and valuable advice on subjects which the farmer knows more about in a minute, from practical experience, than the editor can borrow from his exchanges in a lifetime.

In an article in PRINTERS' INK, a few weeks ago, an advertiser stated that his belief was "that the religious papers exaggerate their circulations most, and the agricultural papers are next in this line."

The agricultural papers are not what they were, nor does the agricultural paper exist that has the influence and power of *The American Agriculturist* in Orange Judd's palmy days, or *Moore's Rural New Yorker* in the successful days of D. D. T. Moore.

BUSINESS MANAGER,  
the Weekly Recorder.

## SCANDINAVIAN.

Here is a small list of the best weekly Scandinavian papers which is well worthy the attention of all advertisers:

Town.	Paper.	Circulation.
Chicago.....	Amerika.....	16,000
"	Christliche Talsmand.....	11,000
"	Norden.....	15,000
"	Skandinavien.....	25,000
"	Hemlandet.....	25,000
"	Missions Vannen.....	15,000
Decorah.....	Posten.....	35,000
Des Moines.....	Svithiod.....	8,000
Cedar Rapids.....	Kvinden og Hjemmet.....	17,500
Minneapolis.....	Sv. Amerikanska Posten.....	27,000
St. Paul.....	Nordvesten.....	18,500
"	Skadflaren.....	12,000
Jamestown.....	Vart Land.....	9,000
Rock Island.....	Augustana.....	16,000
Worcester.....	Skandinavia.....	13,000

—From J. L. Stack & Co.'s Advertisers' Bulletin.

Ads should be readable and in season. Don't let a 4th of July ad run all through August. I have in mind one firm in our town that had space in a daily paper published here and ran the same ad for over four months, simply stating that said firm did no blowing but let the quality of their goods blow their own horn. No doubt these people would say, if asked, advertising does not pay.—A. E. Black, Conneaut, O.

## REFORMED.

Slow-selling goods are slow because people don't like 'em, and plucky merchants mark 'em down.

But most merchants don't mark 'em down—until they have to. They have a "better" way; they give their salesmen an extra fee (small) for "working off" undesirable goods. Salesmen make a good deal of money this way, and yet your merchant makes more profit than if he sold these goods for their real value.

The merchant makes money, the salesman makes money, everybody does—everybody but the customer. Whether he gets the best, the next best, or the worst that the store has for him, depends upon his intelligence and the size of the fee paid to the salesman.

What does the merchant care? What does the salesman care? They do not know of the hundreds of customers who leave them to find better service.

We do not pay our employees to "work off" goods—we used to, don't any more.—*Advertisement of Rogers, Peet & Co., N. Y.*

## A NEBRASKA VIEW.

The question of the propriety of a local newspaper taking advertising, or making advertising contracts with outside business houses or firms, is the cause of a good deal of controversy among editors and local patrons at times, and is often the theme of animated discussion among Nebraska newspapers. The advertising space of a newspaper is just like any other commodity, and the owner will market it to the best advantage, and sell it at the highest price he can obtain, all other things being equal. In the reorganization of trade which has taken place in the last few years, the home market for advertising has become less and less profitable. In the matter of retail trade in most towns only one store exists to three of a few years ago, and the trade which supported the other two goes to the city. This will continue until the same state of affairs prevails which exists in the East, where the city is almost the entire retail market for hundreds of miles in every direction, and a country store, outside of certain lines, is practically unknown.—*Hastings Nebraska, Jan. 2.*

## READY-PRINT RATES.

## Editor of PRINTERS' INK:

In this week's PRINTERS' INK the writer of the article on Alabama digresses on the subject of ready-prints, and reaches the conclusion that the price advertisers pay for list advertising is low. This, I think, is a mistake.

My observation is that the claim which the ready-print concerns have upon advertisers is not in the matter of price, but in the saving of the cost for electrotypes, correspondence in making contracts, labor in verifying insertions, etc.

WHAT'S SO.

## NOTHING ELSE.

She was a pretty salesgirl;

He asked her for a kiss,

For he was the accepted

Of the fair and blushing miss.

She gave him one, and as she drew

Her rose lips away,

"Is there," she asked, in trembling tones,

"Anything else to-day?"

—Orange Judd Farmer.

**THE AD SHOULD BE OFTEN CHANGED.**

I remember the case of an advertiser in a small town who advertised merely because he thought it good form and who could not be argued into the belief that it brought actual sales. I asked for an opportunity to show him his error and he readily granted his permission. It was in autumn, just at the time when people were about to replace stoves that had been stored away during the summer, and I wrote the best ad I knew how to write about the importance of placing new floor oil cloth or linoleum under their stoves, and told them where to go to get it. I went around next week and ascertained that the stock on hand had been sold out and in one or two instances sales had been made to purchasers who had never bought an article in that particular store before. I took pains to look one of these up, and he told me that the advertisement had reminded him that he was in need of the article in question, and that he had gone there for it because he knew he would get it without further trouble. I laid these facts before the advertiser. Each subsequent week his ad was changed and each one contained information as to a seasonable article.—*J. C. Orwald, in the Inland Printer.*

**Displayed Advertisements**

50 cents a line; \$100 a page; 25 per cent extra for specified position—if granted. Must be handed in one week in advance.

**RAPID ADDRESSING.**

The only authentic Trade Lists, Envelopes and Wrappers addressed in a hurry by machinery. Names guaranteed absolutely correct. For particulars address F. D. BELKNAP, Pres., 314, 316 Broadway, New York City.

**100,000 CIRCULARS**  
Send for Samples.  
**\$30.00.** AVERY L. RAND,  
127 Purchase St., Boston.

**BEST  
HALF-TONE  
PORTRAIT,**  
Single col.,

**\$1.50**

CHICAGO PHOTO ENG. CO., 126 Madison.

**FRENCH  
ADS.**

French Advertisements, French Circulars, French Booklets, French Catalogues, French Pamphlets, French Translations from English and German. JOE. FRANCOIS, 1500 Notre-Dame Street, Montreal, Canada.

**Arthur's  
and Peterson's.**

500 Temple Court, N. Y.



**The Deadly Parallel!**

<b>WOOD SHELVING</b> Is heavy, Is clumsy, Collects dust, Harbors vermin, Obstructs light, Occupies space, Provokes profanity.	<b>WIRE SHELVING</b> Is light, Is graceful, Absolutely clean, Harbors no vermin, Admits light, Utilizes space, Promotes Christianity.
--	--

Pope Rack Co., St. Louis, Mo.

**Printers' Ink for Clubbing Purposes.**

The Post-Office Department has notified PRINTERS' INK that it is permissible to sell subscriptions to that paper to other publishers, for clubbing purposes, even at a rate as low as 25 cents a year, if paid for in cash, but that it is not permissible if the subscriptions are to be paid for in advertising, even if the full subscription price (\$2.00 a year) is paid for each individual subscription.

Correspondence is solicited with publishers who wish to obtain subscriptions to PRINTERS' INK for clubbing purposes.

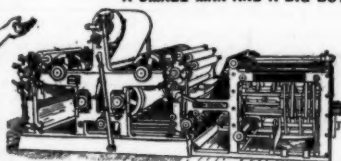
Address all communications to

PRINTERS' INK, 10 Spruce St., New York.

**The "New Model" Web.** Campbell Printing Press & Mfg. Co.  
160 William Street, New York.

**"WE CAN RUN IT."**

Yours truly,  
**A SMALL MAN AND A BIG BOY.**



# Brains hire brains.

All one man's attention is needed to prepare a circular, catalogue or any advertisement. It should be done *just right*; both the wording and the appearance. Your time can be put to better use. It is my business to write advertising matter. I also attend to the printing, if desired.

**WOLSTAN DIXEY,**

Writer of Advertising,  
86 World Building, New York City.

## NEWS INKS.

**BEST IN THE WORLD: WARRANTED.**

I want orders accompanied by a check in full payment—not otherwise.

Goods delivered free at any railroad or steamboat in N. Y. City.

500-pound Barrel at 4c.,	\$20 00
250-pound Barrel at 4½c.,	11 25
100-pound Keg at 5c.,	5 00
50-pound Keg at 5½c.,	2 75
25-pound Keg at 6c.,	1 50

**Check with Order—every time.**

Send copy of paper and tell kind of press used and temperature of press-room.

*Satisfaction Guaranteed.*

ADDRESS

**WM. JOHNSTON,**  
FOREMAN PRINTERS' INK PRESS,  
10 SPRUCE STREET,  
NEW YORK.

**COMFORT**

FOR ALL

VOLUME 6 No 4 (1864)  
- PRICE 25 CENTS PER YEAR

**FEBRUARY 1894**

PUBLISHED BY  
THE GANNETT & MORSE CONCERN  
AUGUSTA MAINE

# NOW!

A card ordered *now* will be read by six million thrifty, wide-awake people in time to influence their spring purchases.

Largest circulation in America. Facts and figures under oath. Space of leading agents or of us. The Gannett & Morse Concern, publishers *Comfort*. Home Office, Augusta, Maine. Boston, John Hancock Building. New York, Tribune Building.



## *You Want Advertising?*

They all do, Magazines, Newspapers, publications of all kinds, Street Railway Men, Sign Men, and all other Fame Builders.

## *A Good Way*

to get advertising (and the burden of the story is to get it) is to

## *Take a Page*

in PRINTERS' INK. This publication goes to more general advertisers than any other one magazine or newspaper in the world. A page will cost for one year (52 issues) \$2.600.

### **Printers' Ink**

is called the "LITTLE SCHOOLMASTER," and is an authority on advertising. You sometimes scan its pages with interest and perhaps profit; if so, you can realize with what great interest they are read by men who are spending thousands monthly for advertising, and are constantly seeking new ways, better methods and more profitable mediums to make known their business.

Address orders to

**PRINTERS' INK, 10 Spruce St., New York.**

If you don't want a page, you can insert two lines a whole year for \$13—and have a change of copy every week if wanted.

# No. 8

Offices: 10 Spruce Street.

AMERICAN NEWSPAPER DIRECTORY:

Issued annually. Established 1869.

Price five dollars.

NEW YORK, January 3, 1894.

Mr. J. B. Van Buekkirk, Office of "Herald," Monticello, Ind.:

DEAR SIR—Inasmuch as the American Newspaper Directory publishes a standing offer to the following effect:

"The correctness of circulation ratings given in figures or marked with one asterisk (\*) is guaranteed by a reward of a hundred dollars, which will be paid in each and every case to the first person who proves that the Directory has been imposed upon by an untruthful report, and thereby led to assign a rating which is not in accordance with facts;"

And inasmuch as you have furnished information going to show that the circulation rating accorded to the Monon, Ind., News in the Directory for 1893 is a case in point; and inasmuch as Mr. Isaac Parsons, the editor of that paper, who signed the statement the accuracy of which has been questioned, not only professes himself unable to verify its accuracy, but by the tone of his correspondence seems to admit that the statement which we accepted from him as true was not so, we now beg to hand you herewith our check for \$100. We are

Your obedient servants,

Publishers of the American Newspaper Directory.

NOTE—The following is a complete list of the rewards heretofore paid for the discovery of untruthful ratings in the American Newspaper Directory: In 1888, case of Waukegan (Ill.) Gazette; in 1889, case of Madison (Wis.) Scandinavian Tribune; in 1891, case of Prospect (Ohio) Advance; in 1892, case of St. Louis (Mo.) Anzeiger des Westens; in 1893, case of Atlanta (Ga.) Dixie Doctor, San Francisco (Cal.) Morning Call; in 1893, case of Muskogee (Ind. Ter.) Our Brother in Red; in 1893, case of Monon (Ind.) News.

## Circulation Ratings in the American Newspaper Directory are divided into four classes, as follows:

**1st Class.**—Ratings given in plain figures guaranteed to be accurate.

**2nd Class.**—Ratings given by letters, based on a publisher's statement guaranteed to be accurate.

**3rd Class.**—Ratings given by letters accorded after a statement from the paper has been considered, but not always in accordance therewith, and not guaranteed to be accurate.

**4th Class.**—Ratings given by letters, based upon general report, information from the office not being forthcoming when asked for.

### RATINGS IN ARABIC FIGURES.

In the American Newspaper Directory the publication that makes a definite statement has its circulation rating stated in plain figures, and the accuracy of these is guaranteed by the publishers of the Directory by a \$100 forfeit, payable to any one who successfully controverts the publisher's claim.

### RATINGS BY LETTERS EXPLAINED BY A KEY.

Publications that have circulation ratings in the Directory indicated by letters, followed by one or two asterisks, are those whose publisher's claim was not set forth with sufficient definiteness to permit the use of exact figures.

#### ONE ASTERISK (\*).

One asterisk indicates that the publishers of the Directory are willing to guarantee the rating, as explained by the key. These ratings are usually accorded in cases where a publisher's average issue, shown by a detailed statement, is found to be high enough to entitle him to the rating and guaranty, but not enough higher to make a rating in plain figures specially desirable.

#### TWO ASTERISKS (\*\*).

Two asterisks (following the letter) indicate an unwillingness on the part of the publishers of the Directory to extend any guaranty as to the accuracy of the rating accorded. A statement from the publisher, or some one that purported to represent him, was before the Editor of the Directory at the time of according the ratings followed by two asterisks, but it was not in such form as would warrant a guaranty of its accuracy, and in most cases it was so vague as not even to warrant according the rating letter which the maker of the statement seemed to desire or expect.

A third class of papers has the circulation ratings in the Directory indicated by letters, explained by the key, and not followed by any asterisk. These represent the papers whose publishers will not tell anything on the subject of circulation. This reticence is usually to be attributed to the supposition on the part of a publisher that the public believes the paper to have a larger regular issue than his statement would show, and for that reason he has nothing to gain, but something to lose, by allowing the facts to appear over his signature.

Work upon the 26th annual revision of the American Newspaper Directory is now in progress. The book will be ready for delivery to subscribers in April next.

SUBSCRIPTION PRICE, FIVE DOLLARS.

GEO. P. ROWELL & CO., PUBLISHERS, 10 SPRUCE ST., NEW YORK.

## Wanted: Occasional Correspondents—Everywhere.

NEW YORK, December 27, 1893.

Hon. Kerr Craige, Third Assistant Postmaster-General, Washington, D. C.:

DEAR SIR:—Not having been favored with a reply to our letters of 15th and 18th, or to our letter to the Postmaster-General of the 14th, or any definite instructions in the matter inquired about in our letter of the 11th, which you assured us in yours of the 18th should have early attention, we are led to suppose that the points touched upon in those letters are still under advisement in your department.

With that view we desire, while you have the matter under advisement, to again direct your attention to the correspondence in the case of an editor at Portland, Maine, who wished to receive our paper and pay for it by acting as an occasional correspondent. Taking it as an illustrative case we submitted it to you, and the decision was that such a correspondent could not be considered a paid subscriber, because the paper would not be an adequate remuneration for such a service.

This is equivalent to saying that the man does not pay at all, because he pays too much. When we are so well aware that tens of thousands of persons are acting as correspondents for newspapers all over the country, especially for the country weeklies, and receiving pay in the way we proposed, and that the correspondents are satisfied with the remuneration they receive, and the publishers are also satisfied to take pay for subscriptions in service instead of cash, we utterly fail to comprehend the ground upon which you arrive at a decision which deprives us of many useful correspondents and at the same time deprives many deserving men of a paper likely to be of material service to them in the pursuit of their vocations.

We are all the more anxious to have you consider that case because our representative, Mr. Edward A. Oldham, understood you to say to him that your decision in that matter was diametrically the opposite from what we understood your written decision to be.

The above is respectfully submitted by

Your obedient servants,

GEO. P. ROWELL & Co.,  
Publishers of PRINTERS' INK.

WASHINGTON, D. C., January 4, 1894.

Messrs. Geo. P. Rowell & Co., 10 Spruce St., New York, N. Y.:

SIRS:—By referring to my letters, dated September 13 and 26, 1893—in the case of the proposed sending of PRINTERS' INK to correspondents—you will find that this office did not hold "that such a correspondent could not be considered a paid subscriber, because the paper would not be an adequate remuneration for such a service," as represented in your letter of the 27th ultimo.

On the contrary, you were advised that the proposition is one which does not call for official action, and that if you choose to give your correspondent a paper, the department has neither the right nor the inclination to object. But, as was stated in my letter of September 26, "I do not mean by this to admit that you can make ten thousand people your correspondents, and send them copies of your paper at the pound rate of postage; that would be an obvious abuse of the privileges conferred by the law."

Your letters of Dec. 14, 15 and 18 are in the hands of the Postmaster-General.

Very respectfully,

KERR CRAIGE (Signed),  
Third Assistant Postmaster-General.

## Wanted: Young Men to Act.

**CORRESPONDENCE WANTED—Everywhere!**  
Bright young newspaper men run across paragraphs and news items daily that are exactly in PRINTERS' INK's line. They must be of interest to advertisers. All such are welcomed. Send along a sample item, and your name shall be placed on our mail list, so that you may receive the paper regularly and learn how to lend effective aid toward making it better. Address all communications to PRINTERS' INK, New York.

The above advertisement appeared in PRINTERS' INK some months ago, but was withdrawn because the Third Assistant Postmaster-General at Washington was understood to decide that it was illegal to send a paper at second-class rates in payment for such a service.

By a recent letter (dated January 4th) the Third Assistant Postmaster-General decides that it is proper to send the paper to one such correspondent, but will not be proper to send it to ten thousand. There are twenty thousand newspaper offices in America, in every one of which there is at least one person who can be worth to PRINTERS' INK more than the cost of a yearly subscription by acting as occasional correspondent, and perhaps by also receiving and forwarding subscriptions.

Why it is not permitted to us to secure twenty thousand such correspondents and aids, we are unable to comprehend. It is sufficient, however, just now, for us to know that the Post-Office Department will not permit us that number or even half of it. It is doubtless fair to understand, however, from the correspondence printed above, that it will be permitted us to have one thousand such correspondents (if we get them) or a hundred at least, and even a smaller number may prove to be as many as we can secure; we therefore

invite correspondence  
with correspondents

who will serve PRINTERS' INK. To all such (who apply before we have secured too many) we will send PRINTERS' INK in payment for the service; and all such may also act as subscription agents and retain one-half of all cash subscriptions obtained. Persons desiring to act as correspondents should address,

**PRINTERS' INK, 10 Spruce St., New York.**

# **\$1 A WORD!**

---

**A** LERT advertisers advertise in KATE FIELD'S  
WASHINGTON, Washington, D. C.

The above announcement has 10 words. For \$10, cash with the order, it can be inserted a full year as a classified advertisement under the heading of DISTRICT OF COLUMBIA (See page 60).

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More space costs more—a dollar a word more.  
No yearly order taken for less than 10 words.

Read the following announcement:

**\$1**—CLASSIFIED advertisements, to appear by the year, are accepted for PRINTERS' INK at a dollar a word, if paid for in advance. Orders not accepted at this rate for less than ten words. Ten dollars pays for inserting ten words a whole year; eleven words cost \$11; 40 words \$40. All yearly advertisers are entitled to receive the paper without additional charge.

Note that cash in advance is required.

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Send copy  
with check  
to

**PRINTERS' INK,**

10 Spruce St., New York.

# "LITTLE BIT ABSURD."

GREAT OPPORTUNITY.

*The Times Progress one year for a big turkey.—Times Progress, Georgiana, Ala., Dec. 15, 1893.*

A SOUTHERN OLIVER TWIST.

Bring us two turkeys on subscription.—*Times Progress, Georgiana, Ala., Dec. 15, 1893.*

## The Fargo Forum.

SEVENTH ST. SOUTH.

EDWARDS & PLUMLEY

A. W. EDWARDS.  
H. C. PLUMLEY.

FARGO, NORTH DAKOTA, Dec. 18, 1893.

To The Hon. The Postmaster-General, Washington, D. C. :

SIR—In response to a request, made in due course of business, to PRINTERS' INK, to send copies of that paper regularly for one year to certain designated patrons of the *Daily Forum*, we are met with the response :

"We would gladly do exactly as you ask us in the case of PRINTERS' INK, were it not for the absurd position taken by the Post-Office Department."

The publishers of PRINTERS' INK, you observe, are willing to send the paper as we ask, but cannot take the pay in work we offer—perfectly satisfactory to them—but, seemingly, not to the P. O. D. We take Thanksgiving turkeys, wood, oil barrels, church fair tickets, railroad transportation, garden truck, hides, butter, corned beef, and what not, for advertising and subscriptions, and never heard of an objection. Why cannot we trade and traffic with PRINTERS' INK, if agreeable to the proprietors and to us?

Seriously, is not the position of the department just a little bit absurd?

PRINTERS' INK, in the hands of our liberal advertisers, suggests new ideas, and increases our patronage, and we want to order a half dozen copies to be sent our local merchants, at our expense, to spur them up.

It's a good thing for us, and to pay for the subscription "in kind" is well worth the investment, while "money we have not."

Will you not find it possible to take this matter up, and, I have no doubt, your good judgment will soon arrive at the conclusion I have, to permit PRINTERS' INK to manage its business affairs, without department supervision—as to this matter,

Very respectfully,

A. W. EDWARDS,

# Chicago Newspaper Union

LIST OF

## 390 Newspapers:

109 IN ILLINOIS,

97 IN IOWA,

82 IN MICHIGAN,

54 IN WISCONSIN,

25 IN INDIANA,

20 IN MISSOURI,

AND A FEW OTHERS.

---

## A TEN-LINE ADVERTISEMENT

INSERTED ONCE

IN THE WHOLE LIST OF

## 390 Papers

FOR

## \$25

---

For catalogue of the papers and further information, address

**CHICAGO NEWSPAPER UNION,**

Main Office: Nos. 87 to 93 South Jefferson Street, Chicago.

Eastern Office: No. 10 Spruce Street (2d floor), New York.